

Introduction

Over one year ago Santa Rosa County embarked on a quest to develop a vision for the southern portion of the county. Over that year a dedicated group of citizens, the South End Tomorrow (SET) Committee, worked diligently to flesh through topics and absorb data and statistics, learning as much as they could on a variety of subjects. The subjects discussed included how water and sewer providers were preparing for the forecasted growth in the study area, how stormwater is currently dealt with and would it be dealt with in the future, public safety issues, transportation challenges facing the area and other growth related topics.

After the initial SET Committee meetings in early 2002, land use and transportation issues emerged as the top two concerns of the committee. Some on the committee felt that the land uses and densities currently allowed would lead to overwhelming pressure on the infrastructure while others felt the growth was needed to carry southern Santa Rosa County forward. The challenge before the SET Committee was to find common ground on these issues and formulate a vision the community could find value in and support, a vision for the future of south Santa Rosa County.

Below is a summary of the draft recommendations that are needed to begin shaping the vision for the southern portion of Santa Rosa County. These recommendations were developed based on discussions at the SET committee meetings, responses from a public opinion survey, results from a visual preference survey, public input, and discussions with Santa Rosa County Planning Department Staff. Additional information on these recommendations can be found later in this document.

Summary of Recommendations

CONSULTANT AND STAFF RECOMMENDATIONS

Category	<u>Recommendation</u>	Committee Response	
		In Favor	Opposed
1. Land Use	A. Modify Future Land Use Map to include clustered commercial development, or Village Centers, at appropriate intersections such as US98 and the Garcon Point Bridge Road, US98 and East Bay Boulevard (CR 399), US98 and State Road 87, and State Road 87 and East Bay Boulevard (CR 399).	7	2
	B. Revise the Planned Unit Development (PUD) zoning district to continue to allow for flexibility in development but at lower allowable densities.	4	5
	C. Revise the Planned Business Development (PBD) zoning district to continue to allow for flexibility in development but at lower allowable densities.	4	5
	D. Create new land use designation called Conservation Development with a lower residential development density.	4	5
2. Transportation	A. In the short-term, work closely with the Pensacola MPO and the Florida Department of Transportation on the implementation of appropriate recommendations from the US98 Corridor Management Plan.	9	0

	B. Begin identification of opportunities and methods to better define and combine existing driveways along US98.	9	0
	<p>C. Begin development of a grid roadway system in the area east of East Bay Boulevard (CR 399) and north of US98. These projects may include:</p> <ul style="list-style-type: none"> • Improvements to Edgewood Drive from US98 to East Bay Boulevard (CR 399) • Extending Manatee Road to connect to Edgewood Drive from State Road 87 • Improvements to Avenida Del Sol from US98 to East Bay Boulevard (CR 399) • Improve Pine Tree Drive from US98 to the East Bay Boulevard (CR 399) extension <p><i>It will be necessary to study these proposed improvements in greater detail to determine possible impacts to existing homes, wetlands, protected species and so forth.</i></p>	7	2
	<p>D. Long-term projects include:</p> <ul style="list-style-type: none"> • Extending East Bay Boulevard (CR 399) to the east and working with Eglin AFB to create a new access point to the military base. 	7	2
	<ul style="list-style-type: none"> • Widen East Bay Boulevard (CR 399) from two to four-lanes from State Road 87 to US98. 	6	3

	<ul style="list-style-type: none"> Construct a new four-lane roadway bypassing the portion of Navarre situated on US98 from west of State Road 87 to a point west of the Okaloosa County Line. 	6	3
	<ul style="list-style-type: none"> Work closely with the MPO and the Florida Department of Transportation on the widening of US98 at selected intersections as opposed to 6-laning US98. 	6	3
3. Recommended Land Development Code Changes	A. <u>Commercial Landscaping</u> Continue application of landscaping requirements and enforce the continuing obligations to maintain landscape materials. Consider an amendment to require landscape architects to sign off on large commercial projects.	8	1
	B. <u>Commercial Signage</u> Create stricter standards for monument signs that include design and material standards.	8	1
	C. <u>Commercial Parking Facilities</u> Review current parking requirements and revise to include provisions for pedestrian features such as sidewalks. Actively promote alternative pavement surfaces currently allowed in the Land Development Code (LDC).	9	0
	D. <u>Commercial Buildings</u> Require visual interest in the design of commercial developments in the study area.	8	1
4. Water/Sewer	The County should provide better information to the public regarding existing and projected water and sewer delivery.	9	0
5. Funding	The County should explore the	8	1

	applicability of the following revenue sources to implement the Vision Plan: <ul style="list-style-type: none"> • Bonds • Impact Fees • Increasing the Local Option Gas Tax • Local Option Sales Tax • MSTU • MSBU 		
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COMMITTEE MEMBER RECOMMENDATIONS

Member	Recommendation	Committee Response	
		In Favor	Opposed
Paul Dirschka	Establish the goals 1 (traffic), 2 (land preservation) and 3 (density reductions) in accordance with the "Foresight 2020" document Future # Four (in the appendix of the Vision Plan). The intent of which is to protect and preserve the quality of life desires of the residents, and limit the tax consequence to property owners, due to the expected, excessive development.	3	6
	Currently the Special Planning District (SPD) has no protection for isolated wetlands: Establish protection for isolated wetlands within the SPD.	5	4
	Wetlands mitigation shall be used only to prevent a "taking", but if utilized, shall be performed within the SPD.	7	2
	Establish appropriate setbacks from jurisdictional wetlands.	9	0
	Encourage centralized sewer collection and septic tank abatement to protect water bodies adjacent to the SPD.	9	0
	Work with off peninsula businesses to coordinate transportation alternatives to reduce traffic on 98.	9	0
	New development will be required to manage stormwater so that post-development runoff does not exceed pre-development runoff. This discourages the need for a stormwater utility, and will encourage a reduction of impervious surfaces and promote innovative water control/use: parking pavers, porous asphalt, less clearing/use of native vegetation, retention ponds for irrigation, downspout barrels for individual yard irrigation, garden fountains, "rain ponds", etc.	5	4

Enid Sisskin	Explore ways to decrease densities, such as buying development rights, etc.	9	0
Dorothy Slye	Explore interconnectivity of subdivisions.	9	0

Vision Plan Process

Visioning is a tool that allows residents to fashion a future image of their community. This image, or vision, is a concrete expression of how a community imagines itself looking in the future. All aspects of the community should be included in this vision—the natural and built environment, culture, recreation and the economy. The visioning process must involve all facets of the community in discussion and decision making to ensure that the result is a shared vision among all residents. The Vision Plan illustrates the steps necessary for the community to achieve its vision. It will serve as a road map, coordinating and directing actions over the next 20 years.

Existing Conditions and Trend Analysis

In order to map out the direction of future development, the SET committee first needed to get a picture of where the community was today in regards to development and where the existing development trends would take the community if left unchanged. A Summary of Existing Conditions and Trend Analysis was developed for the SET committee early in the process. This section presents this information as presented to the SET committee. The land use and transportation information presented was originally developed in the Spring of 2002. The Santa Rosa County Planning Department updated the transportation information in the Summer of 2003. The 2002 transportation data has been replaced with 2003 data.

Existing Conditions Report

Physical Characteristics

Map 1 illustrates the location of the study area, its geographical relationship to the City of Gulf Breeze, Pensacola and other municipalities within the area. The City of Gulf Breeze is located in the southwest portion of Santa Rosa County immediately adjacent to the western boundary of the study area. The beaches of Santa Rosa Island are located south of the study area and are a major destination point for thousands of tourists each year.

Okaloosa County is immediately east of the study area. Eglin Air Force Base and Hurlburt Field are major regional employers located in Okaloosa County. Many of the service men and women stationed at these bases are choosing to live in Santa Rosa County in the eastern portion of the study area.

The study area is bordered by Santa Rosa Sound to the south and East Bay on the north. The peninsula is approximately 21 miles long and consists of approximately 27 thousand acres. Map 2 depicts the study area in relation to Santa Rosa County as a whole.

Map 1
Study Area Map

Map 2

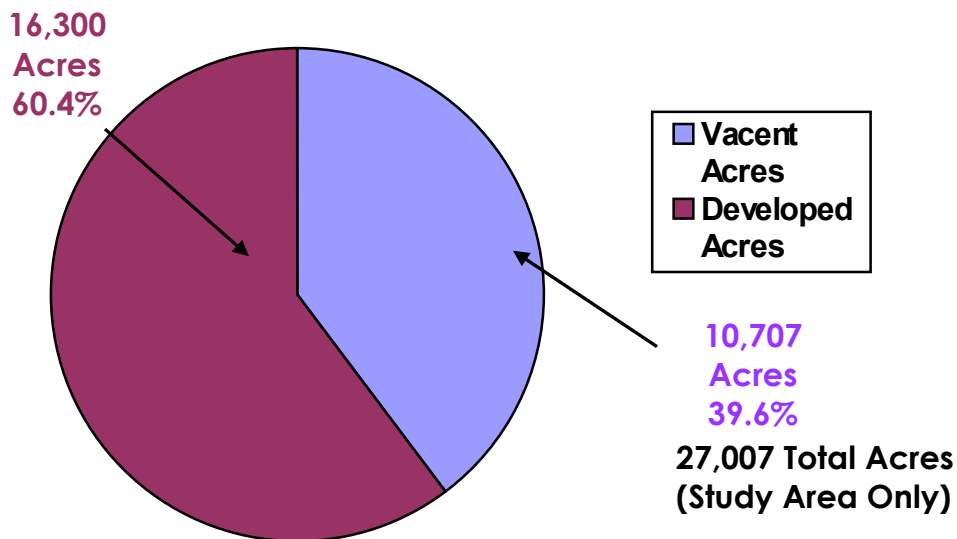
Study Area in Relation to the Entire County/Region

Existing Land Use Summary

South Santa Rosa County has been experiencing and will likely continue to experience high levels of growth. The total acres within the study area equal approximately 27,007 acres.

Based on current data, approximately 16,300 acres have either been developed or have been protected from development. This leaves approximately 10,707 acres open to potential development.

The following pie chart depicts the amount of acreage that is considered vacant and developable versus the acres that are developed or considered undevelopable.



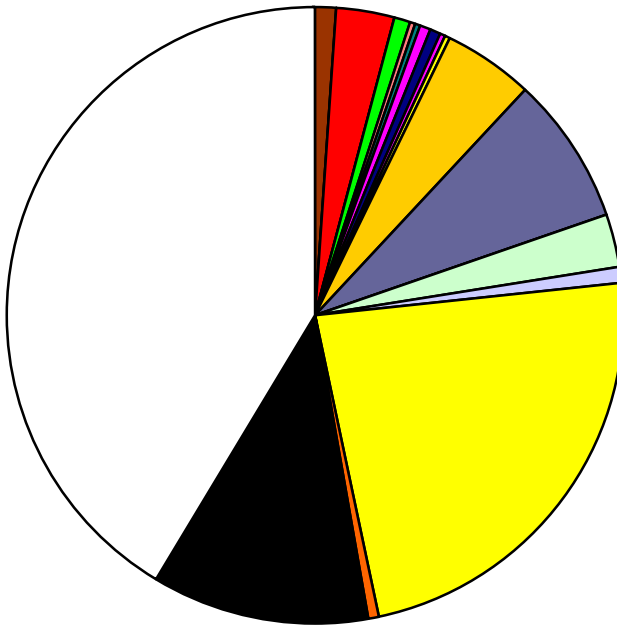
Map 3 depicts the existing land uses as they are built today. The bright yellow color represents the single-family residential development and the white areas reflect the amount of vacant land. These are the two largest land uses behind the land held by government agencies, including the county. Commercial development, shown in red, represents only .029 %

of the total existing development within the study area. The pie chart following Map 3 depicts the existing land use categories shown in Map 3.

Map 3

Existing Land Use Map

Existing Land Use Map Categories



- Agriculture > 1%
- College > 1%
- Commercial 3%
- Condo > 1%
- Conservation-Public > 1%
- Conservation-Private > 1%
- County > 1%
- Industrial > 1%
- Institutional > 1%
- Multi Family - 1 > 1%
- Multi Family 2 - > 1%
- Mobile Homes 5%
- Military 8%
- Mixed Use > 1%
- Parks/Rec 3%
- Schools > 1%
- Single Family Residential 23%
- State > 1%
- Roads and Utilities 11%
- Vacant 41%

Existing Zoning and Future Land Use Summary

Map 4 depicts the existing zoning for each parcel in the study area. The light yellow area represents the areas that are zoned for single-family dwelling units. As shown, this is the most prevalent zoning category. The bright red color represents commercially zoned property within the study area. As shown, this commercially zoned property is only found along US 98, CR 399, and SR 87. Map 5 depicts the existing Future Land Use Map categories as adopted in the current 1990 Santa Rosa County Comprehensive Plan. The tables following Map 4 provide a breakdown of the current zoning districts compared to the current Future Land Use Map designations.

The table indicates that there are differences between the currently adopted Zoning Map and Future Land Use Map. The Zoning Map constitutes more development than is reflected on the Future Land Use Map with the exception of the Low and High Density Residential Future Land Use Map categories.

Map 4

11 x 17 Existing Zoning Map

**Currently Adopted Zoning Map District and Future Land Use Map Category
Acreage Comparison**

FLUM DESIGNATION	ZONING DISTRICT	ZONING ACREAGE	FLUM ACREAGE	Difference
Low Density Residential				
	Rural Residential	2.5554		
	Single Family	14,319.5997		
	Mixed Residential	2,214.4798		
	Total	16,536.6349	18,443.4052	1,906.7703
Medium Density Residential				
	Signal Family	246.5165		
	Medium Density Residential	847.6311		
	Medium Density Mixed Residential	193.4849		
	Total	1,287.6325	1,192.7211	94.9114
High Density Residential				
	Medium High Density Residential	31.2806		
	Total	31.2806	35.8899	4.6093
Mixed Residential / Commercial				
	Planned Unit Development	1,404.0751		
	Planned Business District	1,205.7734		
	Total	2,609.8485	1,062.7051	1,547.1434
Commercial				
	Highway Commercial Development	1,562.7041		
	Neighborhood Commercial	1.4574		
	Total	1,564.1615	1,552.8405	11.321
Industrial				
	Restricted Industrial	735.5507		
	General Industrial	5.675		
	Total	741.2257	95.4406	645.7851
Conservation/ Recreation				
	Passive Park	7.9795		
	Active Park	41.3261		
	Total	49.3056	17.6206	31.685
Conservation US Government				
	Total	1,145.8698	1,567.3122	1,567.3122

TOTAL:		23,965.7837*	23,967.9352*	
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* Difference in the total acreage is due to roadways.

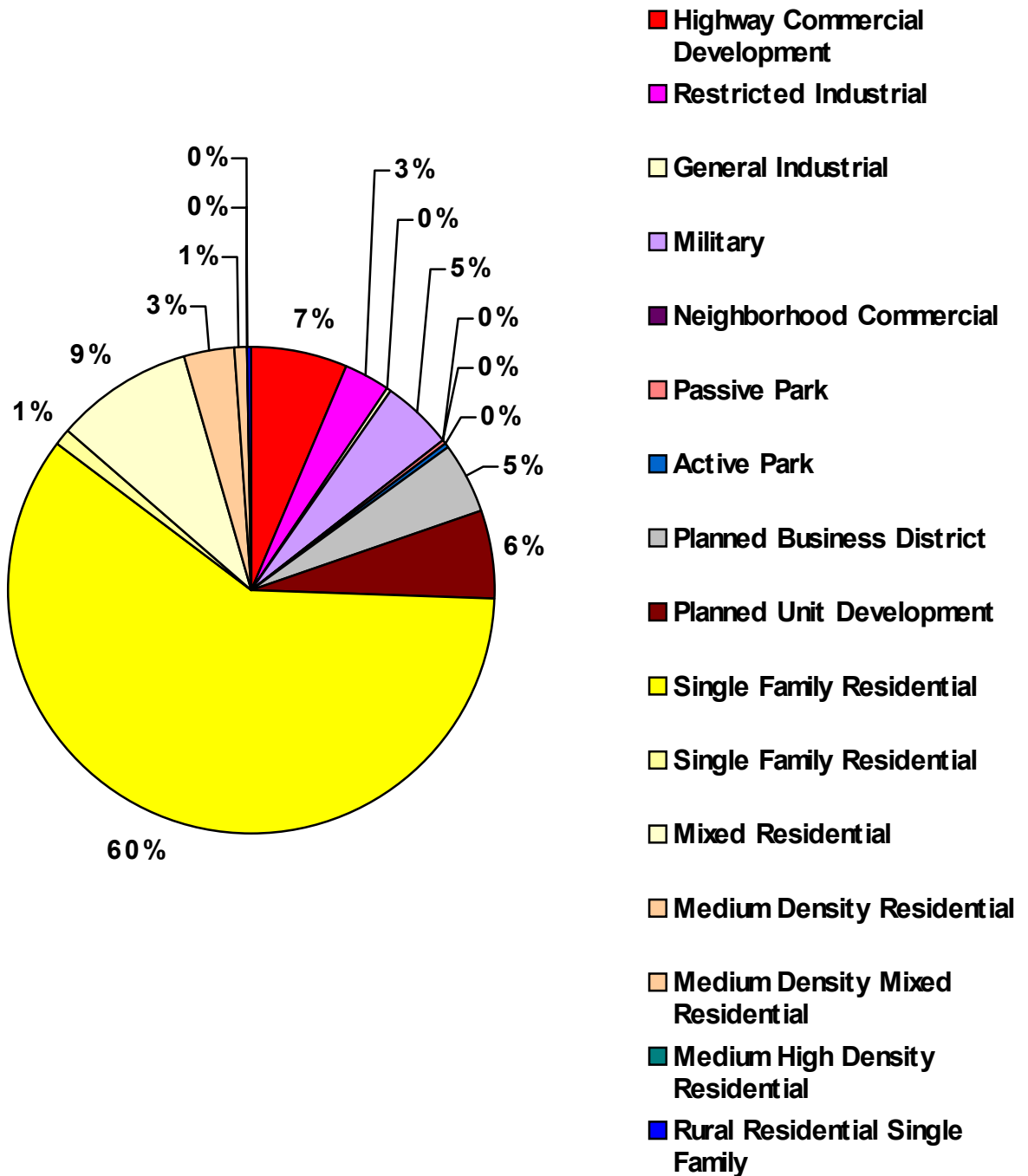
Vacant Land Existing in Each Currently Adopted Zoning District

ZONING DISTRICT	PARCEL COUNT	VACANT ACREAGE	MAXIMUM DENSITY	DEVELOPMENT POTENTIAL
Highway Commercial Development	339	825.9064	NA	825.9064 acres
Neighborhood Commercial	1	1.3710	NA	1.3710 acres
Restricted Industrial	17	25.8955	NA	25.8955 acres
General Industrial	1	.6553	NA	.6553 acres
Planned Business District	97	695.9466	30 du's/acre	20,878 units
Planned Unit Development	177	434.9838	30 du's/acre	13,049 units
Single Family Residential	1,826	7,265.9741	4 du's/acre	29,063 units
Single Family Residential	35	117.9763	6 du's/acre	707 units
Mixed Residential	451	782.2147	4 du's/acre	3,128 units
Medium Density Residential	138	418.3829	10 du's/acre	4,183 units
Medium Density Mixed Residential	53	47.2721	10 du's/acre	472 units
Medium High Density Residential	11	8.9079	18 du's/acre	160 units
Rural Residential	1	2.5554	2 du's/acre	5 units
Total Commercial and Industrial:				853.8282 acres
Total Residential:				71,645 units

**Vacant Land Existing in Each Currently Adopted Future Land Use Map
(FLUM) Category**

FLUM CATEGORY	PARCEL COUNT	VACANT ACREAGE	MAXIMUM DENSITY	DEVELOPMENT POTENTIAL
Commercial	332	820.3531	NA	820.3531
Industrial	18	26.5509	NA	26.5509
Mixed Residential/Commercial	125	634.1853	30 du's/acre	19,025
Low Density Residential	2,450	8,605.2399	4 du's/acre	34,420
Medium Density Residential	217	590.9213	10 du's/acre	5,909
High Density Residential	13	11.6455	18 du's/acre	209
Total Commercial and Industrial:				846 acres
Total Residential:				59,563 units

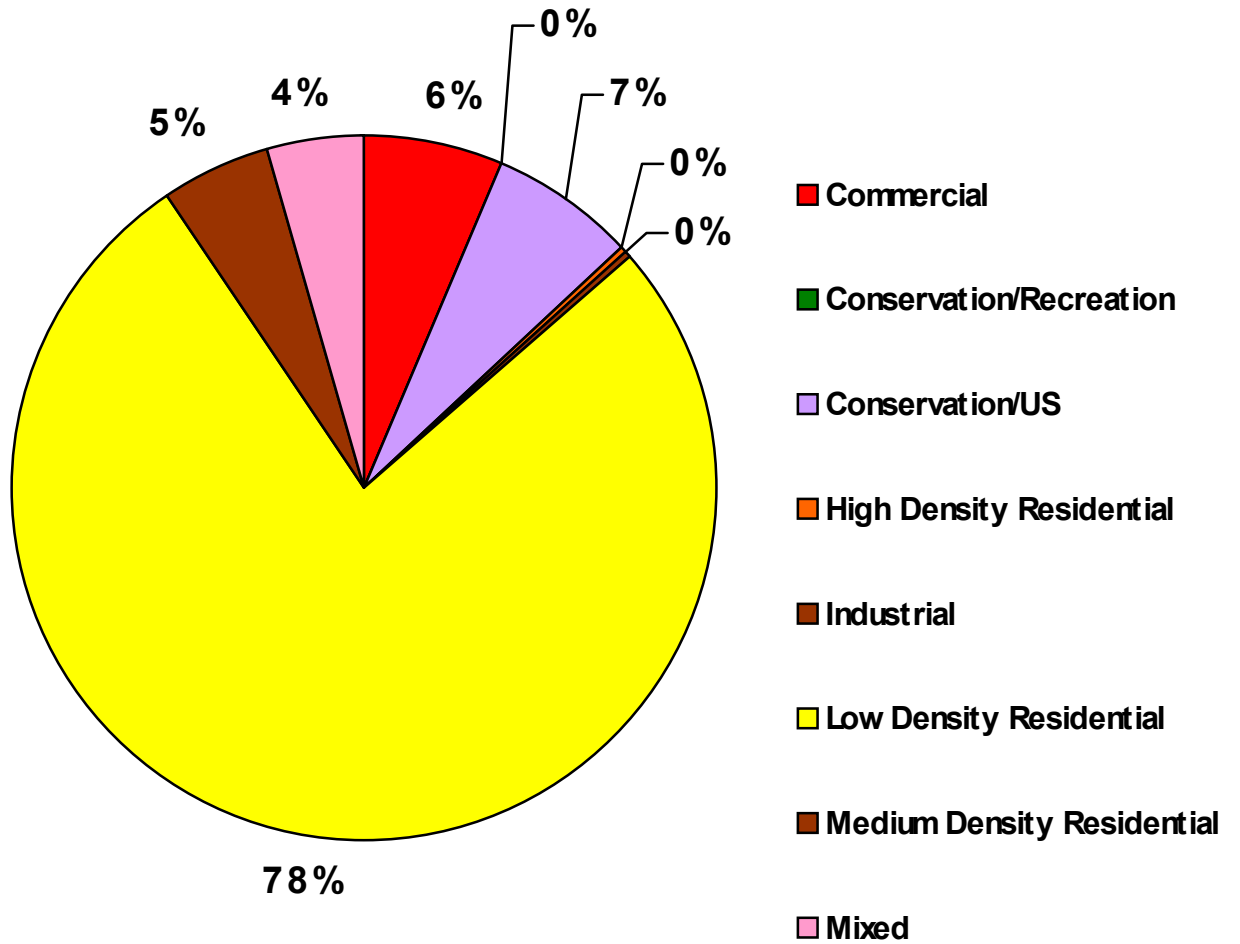
EXISTING ZONING MAP DISTRICTS



Map 5

Future Land Use Map

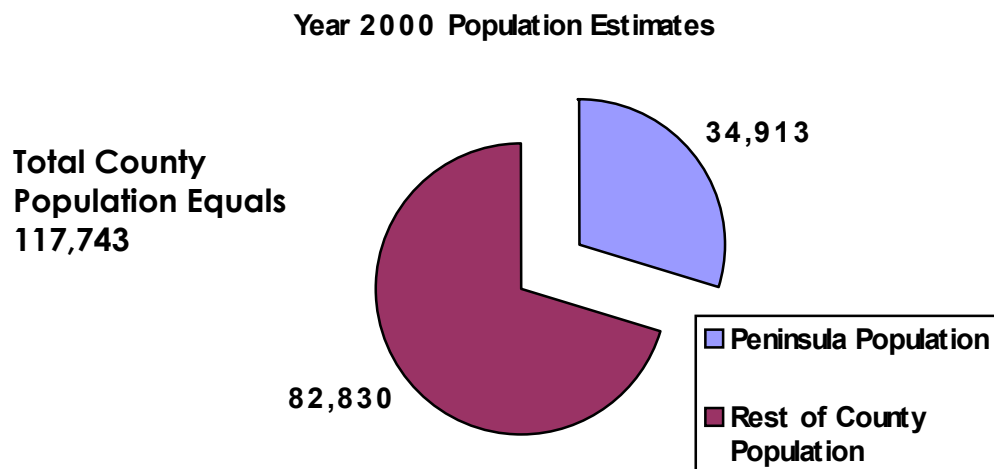
Future Land Use Map Categories



Population Estimates

Based on year 2000 census data Santa Rosa County has approximately 117,743 persons living in the county. This is a 44.3% increase from the population estimate in the 1990 census which was 81,608 persons.

Year 2000 population estimates for the peninsula are 34,913. This equates to approximately 30% of the overall county population.



Existing US98 Traffic Volumes

(Updated by Santa Rosa County Planning Department in September 2003)

In March 2003, the County contracted with a private provider to collect new traffic data, including volume counts, for four roadways in Santa Rosa County. This data was used to update the County's Traffic Concurrency Management System. This process included updating traffic volumes for each segment, updating maximum service volumes using FDOT's capacity software and recalculating committed trips based on new certificates of occupancy issued since the last count. Detailed peak

hour peak direction information was compiled for six segments of US98 from the Gulf Breeze City Limits to the Okaloosa County line. The segments are as follows:

1. Eastern Boundary of Naval Live Oaks (Gulf Breeze City Limits) to College Parkway
2. College Parkway to CR 191-B (Soundside Drive)
3. CR191-B (Soundside Drive) to Sunrise Drive
4. Sunrise Drive to Navarre School Road/Thresher Drive
5. Navarre School Road/Thresher Drive to Panhandle Trail
6. Panhandle Trail to the Okaloosa County Line

The delineation of segments was created to reflect urban area boundaries, land use, and related roadway characteristics (such as traffic signals). The following Level of Service (LOS) Standards were adopted by Santa Rosa County for these segments.

Currently Adopted Segment LOS Standards

Segment Number	Roadway	Segment	Adopted LOS
19	SR 30 (US 98)	East End of Naval Live Oaks to College Parkway	(D)
20	SR 30 (US 98)	College Parkway to CR 191B (Soundside Drive)	(D)
21	SR 30 (US 98)	CR191B (Soundside Drive) to Sunrise Drive	(D)
22	SR 30 (US 98)	Sunrise Drive to Navarre School Road/Thresher Drive	(D)
23	SR 30 (US 98)	Navarre School Road/Thresher Drive to Panhandle Trail	(D)
24	SR 30 (US 98)	Panhandle Trail to Okaloosa County Line	(D)

The following table summarizes the information from the Santa Rosa County Traffic Concurrency Management System. All traffic information for US98 is provided in peak hour peak direction format. The background traffic (traffic volume plus committed trips), traffic counts and current maximum service volume are shown for each segment. The table illustrates that all segments of US98 are functioning within service limits set for that part of the roadway. That is, there is currently enough capacity to accommodate approved development and some capacity for future developments that have not been approved or proposed.

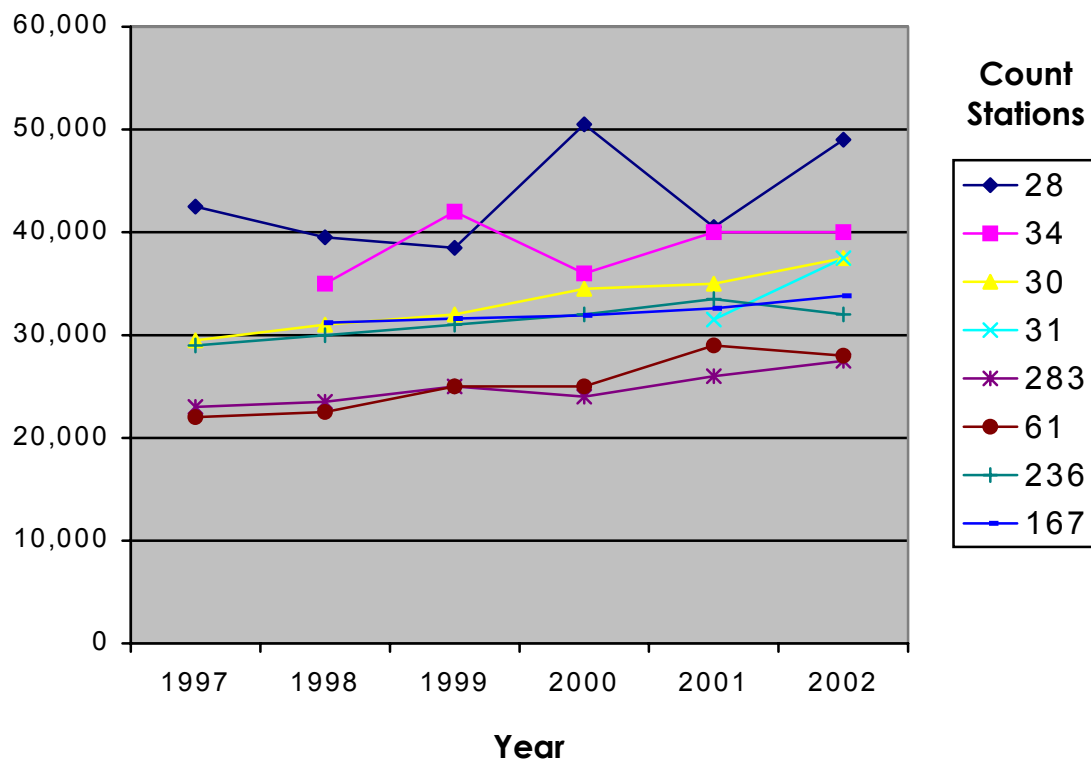
**Traffic Concurrency Data for US98
(as of August 1, 2003)**

Segment Number	Segment Limits	Maximum Service Volume	Background Traffic	Remaining Capacity
19	East End Naval Live Oaks to College Parkway	2670	2067	603
20	College Parkway to Soundside Drive	2400	1629	771
21	Soundside Drive to Sunrise Drive	2190	1427	763
22	Sunrise Drive to Navarre School Road	2330	1649	681
23	Navarre School Road to Panhandle Trail	2780	1484	1296
24	Panhandle Trail to Okaloosa County Line	4190	1313	2435

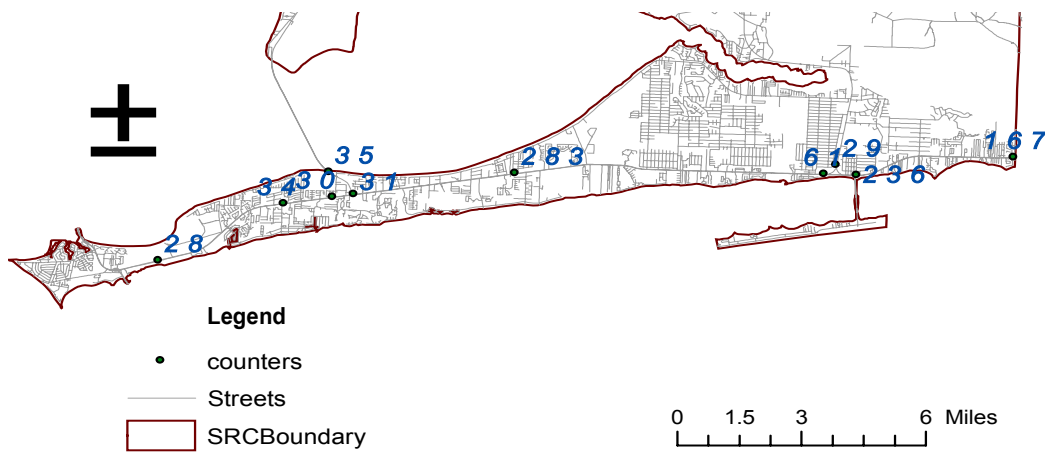
While the traffic concurrency data is enlightening and important, long term planning should be based on aggregate data that reveal patterns of growth and change. All long term transportation planning is based on an analysis of Annual Average Daily Traffic (AADT), both historic counts and projected growth. The Florida Department of Transportation has

maintained a traffic counting program on US98 for more than two decades. The graph below shows traffic growth over the last six years. The traffic counts at stations 28, 34, 30, 31, 283, 61, 236 and 167 are shown for the years 1997-2002. Volumes are shown on the Y axis, the year on the X-axis and the trend lines are drawn between the plotted points for each station. Overall, it is clear that traffic is increasing on the peninsula. When compared to the accompanying map on the next page, patterns of higher traffic volumes in more heavily urbanized area become apparent.

Historic AADT Traffic Counts at Station Locations on US98 1997-2002

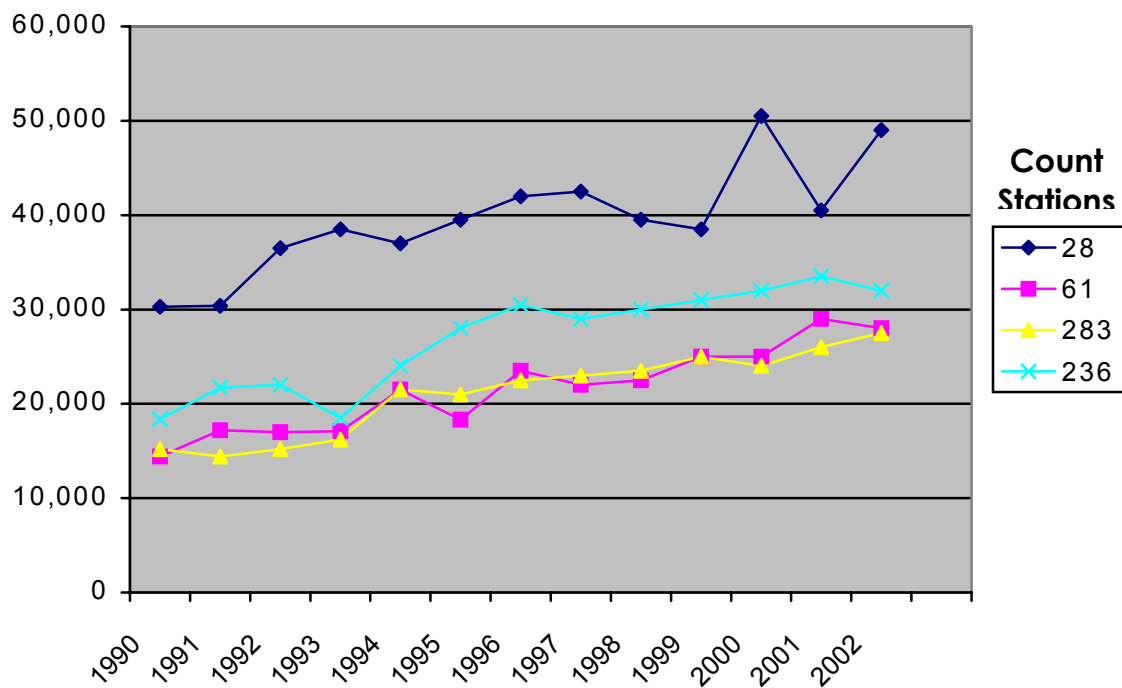


Traffic Count Station Locations in South Santa Rosa County



Four stations on US98 have existed since at least 1990. The graph below depicts traffic growth at those sites over the last 12 years.

Historic Traffic Counts at Selected Traffic Count Stations on US98 1990-2002



Much of the long term planning for major roadways in Santa Rosa County is done by the Metropolitan Planning Organization (MPO). The MPO is a regional transportation planning body that consists of members from the Santa Rosa County and Escambia County Commissions, as well as many municipalities in each County. The MPO produces two documents, the Congestion Management System (CMS) Plan and the Long Range Transportation Plan (LRTP), that are particularly relevant to the Special Area Plan process.

The CMS is considered a short-range planning document; it uses AADT analysis and the FDOT Generalized Level of Service Tables to compare roadways across the entire MPO area. It is a rough planning tool, thus it is not appropriate for traffic concurrency analysis, but it is a good tool to evaluate the condition of US98 in relation to other roadways in the MPO area. Currently, the MPO shows only one segment of US98 on the western end of the peninsula as functioning at an unacceptable Level of Service, or deficient. The CMS also projects traffic for 2005 and 2010. In addition to the western segment that is already considered deficient, a section of US98 in the Navarre area is projected to be deficient by 2005.

The LRTP has a 20 to 25 year planning horizon. It also uses historic traffic counts and traffic projections, which are based on land use, population and employment trends, to determine which roadways need improvement. The most recent complete update to the Pensacola MPO LRTP was done in June 2000. The MPO is currently working to update this plan, but no hard data is yet available. Hopefully, the recommendations of the South End Special Area Plan can be included in the LRTP update process. The following section outlines the projects identified for the south end in the June 2000 LRTP.

Existing Transportation Infrastructure Plans

Existing County Comprehensive Plan

The existing Santa Rosa Comprehensive Plan has identified two roadway capacity projects in the portions of south Santa Rosa County within study area:

- Four-laning of County Road 399 from Edgewood Drive east to State Road 87.
- The construction of a new four-lane roadway bypassing Navarre. This facility would begin west of Navarre and pass north of the commercial area just south of County Road 399 and continue east, making a connection to US 98 just west of the Okaloosa County Line.

These projects are based on the Pensacola MPO's 2020 Long Range Transportation Plan. This plan was updated in 2000 and includes additional projects in the study area. These projects are discussed below.

Long Range Transportation Plans

The Pensacola MPO completed its most recent update to the long-range transportation plan in June of 2000. This plan has identified several improvements to US 98 to address the forecasted demand on the roadway. Projects identified in the study area are highlighted below:

- Widen US 98 to six-lanes from State Road 399 (Bob Sikes Bridge Road) to State Road 87

- Construction of two-lane service roads on US 98 from the Garcon Point Bridge to County Road 399.
- Construction of a new Pensacola Bay Bridge from Pensacola to an area east of the Naval Live Oaks Park.
- Widen County Road 399 to four-lanes from Edgewood Drive to State Road 87
- The construction of a new four-lane roadway bypassing Navarre. This facility would begin west of Navarre and pass north of the commercial area just south of County Road 399 and continue east, making a connection to US98 just west of the Okaloosa County Line.

The MPO Long Range Transportation Plan is divided into two sections, including the Needs Plan and the Cost Feasible Plan. The projects listed above are included in the Needs Plan that is unconstrained by project cost and available revenues. The Cost Feasible Plan lists only those projects that can be funded by revenue sources available to local and state governments. This section of the plan contains only two of the projects noted above. These projects are listed below:

- Widen US 98 to six-lanes from State Road 399 (Bob Sikes Bridge Road) to County Road 399.
- Construction of a new Pensacola Bay Bridge from Pensacola to an area east of the Naval Live Oaks Reservation.

*Source: Pensacola Urbanized Area Transportation Study 2020
Transportation Plan Update, June 2000*

Map 6 depicts the future transportation network for the year 2005 as identified in the current County Comprehensive Plan. Map 7 depicts the future roadway network for the year 2020 as reflected in the current

County Comprehensive Plan. Map 8 depicts the Pensacola MPO's long-range transportation plan. These projects differ slightly from the projects identified in the Comprehensive Plan. The MPO's plan was adopted in June of 2000.

The Pensacola MPO maintains a Major Project Priority list that is transmitted to the Florida Department of Transportation on an annual basis. FDOT uses this list of projects to build the Five Year Work Program. This program budgets state and federal transportation dollars to projects such as those identified by the MPO on its priority list.

Four projects that will impact US 98 in southern Santa Rosa County are included on the Project Priority List the MPO adopted in September 2002.

- MPO Major Project Priority 1.B: Corridor Management improvements for US98 in Santa Rosa County. \$750,000 is boxed for this annually. Currently FDOT has programmed funding for design in fiscal year 2005 and for construction in fiscal years 2006, 2007 and 2008. This project is short range in nature and is discussed further in the next section.
- MPO Major Project Priority 7: Six lane US98 from Bayshore Drive to Portside Drive. A Project Development and Environmental (PD&E) study has been completed on this project and the Final Engineering Design Plan will be developed beginning in Fiscal Year 2005/2006. Funding for Right-of-Way had been scheduled for fiscal year 2007, but was re-appropriated to SR281 Avalon Boulevard at the request of the Santa Rosa County Commission.

- MPO Major Project Priority 18: Widening of US 98 to 6 lanes from State Road 399, through Naval Live Oaks to Bayshore Drive. The PD&E study has been completed and the Final Engineering Design Plan has been funded. The developed engineering plan has been placed on hold at the 50% complete stage based on direction from the MPO. There are no funds identified for the purchase of right-of-way or the actual construction of the project in the current FDOT Five Year Work Program. This project will likely be affected by the replacement of the Pensacola Bay Bridge.
- MPO Major Project Priority 19 calls for the widening of US 98 to 6 lanes from the Garcon Point Bridge Road to County Road 399 (East Bay Boulevard). The PD&E study has been completed for this project but no funds have been identified for the development of the Final Engineering Design Plan, purchase of right-of-way or construction.

The current Pensacola MPO Project Priority List has been included as Appendix A.

Source: Pensacola Metropolitan Planning Organization

Short Range Transportation Plans

The Pensacola MPO recently completed an Corridor Management Study. This study analyzed many of the median openings and driveway cuts along US 98 in Santa Rosa County. This study concluded that numerous median openings should be closed, and/or redesigned to include deceleration or left turn lanes, right turn lanes, as well as the construction

of shared driveways and total closure of some driveways. Funding for this project is discussed in the previous section. The Santa Rosa County Commission is in the process of negotiating a Joint Participation Agreement with FDOT to advance this funding.

Source: Pensacola Metropolitan Planning Organization

Map 6

Future Transportation Network 2005

Map 7

Future Transportation Map – 2020

Map 8

Pensacola MPO 2020 LRTP Needs Plan Projects

Historical Resources and Sites

There are numerous historical resources and sites located within the study area. These resources should be considered in all future development in the study area.

Map 9 presents the priority of historical preservation. The majority of the land in the study area carries a medium to high priority. However, it should be noted that these maps are not necessarily accurate indicators of the presence of historical or archeological resources. An appropriate cultural resource assessment should be completed to determine the presence of historical resources.

Map 9

Priority of historical preservation

Environmental Resources and Characteristics

The purpose of this section is to provide an inventory of the natural resources by parcel in the study area as well as to describe their functions and susceptibility to possible adverse impacts caused by development. The inventory was produced by reviewing information and data provided by the County that was obtained from various state and federal sources.

Map 10 depicts the areas where threatened and/or endangered species have been identified. This does not necessarily mean that threatened and/or endangered species are currently located in these areas. They have either been found in these locations in the past or they are areas where certain species are usually found. A site visit will be necessary to determine if any threatened and/or endangered species are currently in these areas. Map 11 depicts the National Wetlands Inventory map for the study area and Map 12 identifies wetland soils for the study area. Map 13 is also included in this Report and shows land cover data for the study area.

Parks and Recreation

Map 14 depicts the existing public facilities located in the study area. These include parks, schools, camping facilities, and other public facilities. This map does not reflect any planned or private facilities.

Map 10

Threatened or Endangered Species

Map 11

National Wetland Inventory

Map 12
Wetland Soils

Map 13

Landcover

Map 14

Existing Public Facilities

Water and Sewer Infrastructure

Current Santa Rosa County regulations require developers of residential subdivisions to have centralized sewer serving their development. All proposed subdivisions to be platted in the unincorporated areas of Santa Rosa County south of East River, and on Garcon Point are subject to the following:

A sanitary sewer collection system shall be permitted through the local utility and the Florida Department of Environmental Protection (FDEP). The systems shall be installed along with the other required improvements. Each lot shall be served by gravity flow into the central collection system.

It should be noted, however, that residential development occurring outside of newly platted subdivisions is not required to meet this requirement. This would include single-family homes on existing lots or the development of new lots that are not required to be platted by the developer.

TREND ANALYSIS

Based on the existing conditions outlined in the previous sections and a review of historical development data, a trend analysis was completed for several development categories in the southern portion of Santa Rosa County.

Residential Units

Travel Demand

Commercial Development

A trend extrapolation technique was used to develop the estimates provided in this analysis. This technique involves plotting key parameters of progress against time. From the results, regular development patterns can be discerned. An initial assumption can be made that the patterns, which are rooted in past developments, can be extended into the future for some period of time.

Currently there are approximately 9,744 undeveloped acres within the study area which are zoned for some level of residential development. Approximately 854 undeveloped acres are currently zoned for some level of commercial development.

The acres currently zoned for residential development are summarized below:

Zoning District	Number of Parcels	Vacant Acreage	Maximum Density	Development Potential
Planned Business District (PBD)	97	696	30 DU's / acre	20,880 Units
Planned Unit Development (PUD)	177	435	30 DU's / acre	13,050 Units
Single Family (R-1)	1,826	7,266	4 DU's / acre	29,064 Units
Single Family (R-1A)	35	118	6 DU's / acre	708 Units
Mixed Residential (R-1M)	451	782	4 DU's / acre	3,128 Units
Medium Density Residential (R-2)	138	418	10 DU's / acre	4,180 Units
Medium Density Mixed Residential (R-2M)	53	47	10 DU's / acre	470 Units
Medium High Density Residential (R-3)	11	9	18 DU's / acre	162 Units
Rural Residential (R-R1)	1	3	2 DU's / acre	6 Units
Totals	2,789	9,774		71,648 Units

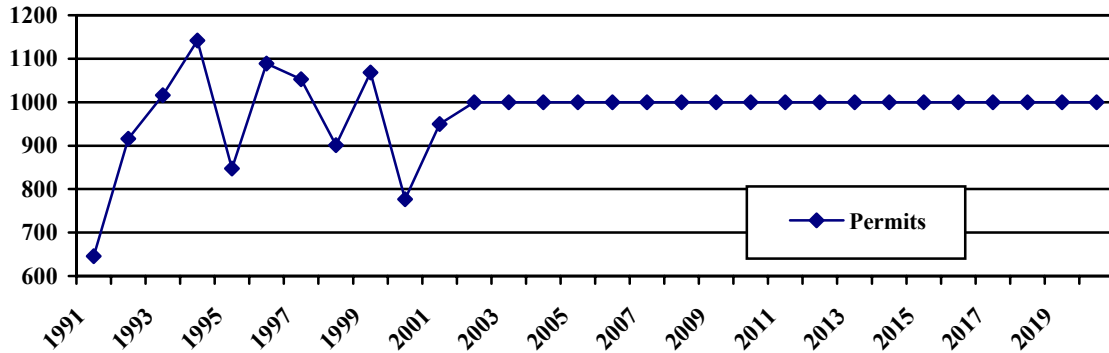
Looking back to 1991 an average of 1,000 residential permits have been issued annually in the study area. We can forecast this out to the year 2020.

Historical Residential Building Permits

Area	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	Total
Midway	195	319	328	383	266	286	439	310	490	304	3320
Holley-Navarre	451	597	688	759	581	803	614	591	578	473	6135

Totals	646	916	1,016	1,142	847	1,089	1,053	901	1,068	777	9,455
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Source: Santa Rosa County



Broken into five year increments:

2002-2005: 4,000 permits
2006-2010: 5,000 permits
2011-2015: 5,000 permits
2016-2020: 5,000 permits
Total: 19,000 permits

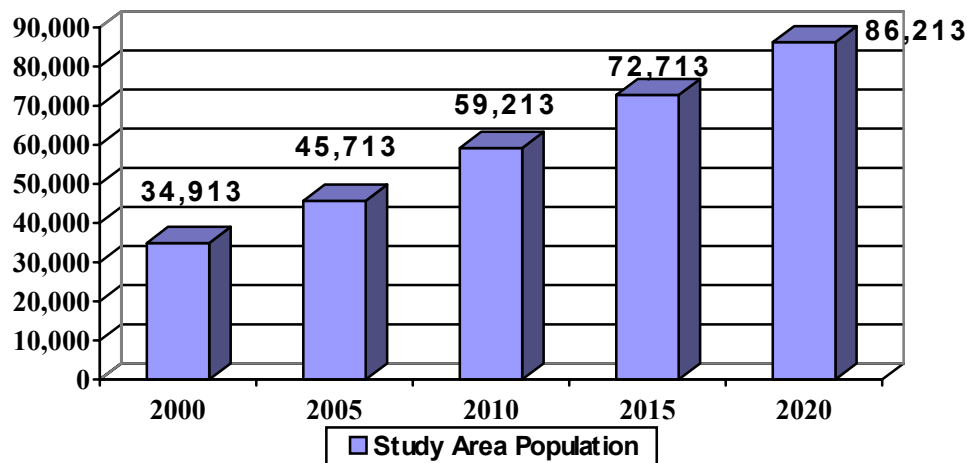
Based on Year 2000 US Census data, each household in southern Santa Rosa County contains an average of 2.7 persons. If we apply this to the forecasted units we find the following increases in population within the study area:

2002-2005: 10,800
2006-2010: 13,500
2011-2015: 13,500
2016-2020: 13,500
Total: 51,300 additional people living within the study area.

We have previously estimated the study area population at 34,913. If the current population estimate is added to each of the forecasts we find the following:

2002-2005:	45,713
2006-2010:	59,213
2011-2015:	72,713
2016-2020:	86,213

Each population estimate is cumulative.



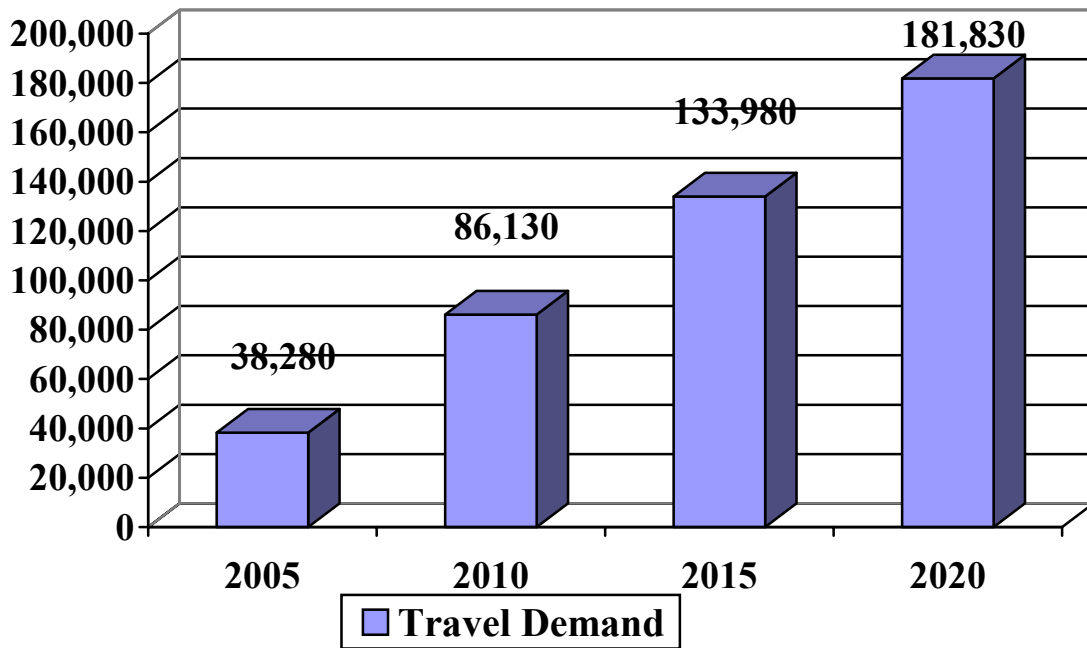
Santa Rosa County has estimated the year 2020 countywide population to be 189,783 persons. With 86,213 in the study area, the study area population would make up approximately 45.4% of the county population. Today the study area population makes up approximately 30% of the total county population.

Travel Demand

Travel demand is estimate by the number of dwelling units and employment opportunities in the area. As mentioned above, it is

estimated that an additional 19,000 residential units will be constructed in the study area by the year 2020. This would add approximately 181,830 daily trips to the roadway network within the study area. We can break the increase down as follows:

2002-2005:	38,280
2006-2010:	47,850
2011-2015:	47,850
2016-2020:	47,850
Total:	181,830



Commercial Development

Approximately 358 parcels or 854 acres are currently zoned for commercial development within the study area. Almost 339 parcels or 826 of these acres are zoned for Highway Commercial Development (HCD). Most of these acres are located directly adjacent to US98. Santa

Rosa County has defined the HCD zoning district as follows: "the HCD zoning district is designed to provide for a wide range of uses in appropriate and easily accessible locations adjacent to major transportation corridors and having access to a wide market area. This district is intended to be situated along selected segments of major thoroughfares in the vicinity of major intersections."

There are a wide range of permitted uses in the district including but not limited to the following land uses:

- Business and professional offices
- Financial and banking services
- Medical services
- Indoor commercial amusement activities
- Funeral homes
- Restaurants with or without drive-thru facilities
- Parking garages
- Automobile maintenance
- Gas stations
- Vehicular sales and service
- Travel trailer parks and campgrounds
- Self storage units
- Hotels and motels

Please note: This is not a complete list of activities permissible within the HCD zoning districts. There may also be provisions that must be met prior to some of these uses being allowed.

With all of the possible uses of property zoned HCD it is very difficult to forecast the demand for services. Each of the allowable uses has different demands on the infrastructure. For example, a restaurant will

generate more solid waste and demand more potable water than an Auto Sales business. A bank will generate more vehicular traffic than a self-storage unit.

Historically, the study area has seen 40 commercial permits issued each year from 1991 thru today. Should this trend continue, we may see build out of the commercial property by 2010.

The only infrastructure demand which can reasonably be forecasted for commercial land use is the demand on the roadway network. We have estimated this demand by estimating an average trip generation rate of 45 daily trips per 1,000 square feet of commercial floor space. This is based on looking at several retail land use categories such as specialty retail, banking, shopping center, and office.

Based on current building sizes and the average size of the commercial lots, we assumed an average size of 4,000 square feet per lot for the purposes of estimating trip generation. If we apply the 4,000 square foot per lot to the 339 lots we find that an estimated 1,356,000 square feet of commercial floor space is possible for the study area.

1.3 million square feet of commercial floor space would generate an estimated 58,500 daily trips on the existing roadway system. This DOES NOT assume any pass-by or internally captured trips. It assumes ALL trips are new trips.

PLANNING PROCESS

From the data and information presented in the Existing Conditions and Trend Analysis reports the SET Committee embarked upon their journey to develop a community vision for south Santa Rosa County. This journey would include months of committee meetings with detailed presentations from County Staff, a visit from the Department of Community Affairs (DCA) and discussions with planning professionals on a variety of development and growth related issues. In addition to SET Committee meetings, a public opinion survey was mailed out to solicit feedback on specific issues in the study area and two public workshops were held within the study area. The follow pages outline these efforts.

South End Tomorrow (S.E.T.) Committee

As noted earlier, an advisory or steering committee was formed at the onset of this effort. This committee came to be known as the South End Tomorrow committee or SET Committee. The committee is made up of local residents and business owners. Without their time and dedication this project would have never succeeded. The SET committee members are listed below:

Voting Members

Mr. David Bellamy
Mr. Bill Board, Chairman
Ms. Michelle CoAngelo
Mr. Ken Dawsey
Mr. Paul Dirschka
Mr. Gordon Goodin

Ms. Carolyn McLaughlin
Mr. Robert Montgomery
Mr. Bill Pullum
Ms. Enid Sisskin
Ms. Dorothy Slye
Mr. Ed Taylor
Ms. Beverly Zimmern

Non-Voting Members:

Bob Arnold, Eglin AFB

Commissioner Buck Lee

Commissioner Debbie Dawsey (*Replaced by newly elected Commissioner Gordon Goodin*)

The SET Committee met regularly at various locations throughout the study area over the course of the project. The SET Committee considered many items over many months. Many were very complex and took a great deal of time to get through. Issues such as transportation concurrency, land use densities, water and sewer data were discussed in great detail at most meetings.

At the initial meeting of the committee, County Planning staff provided detailed information to the committee on transportation concurrency. The Planning staff explained the concept of concurrency as it applied to US98 as well as the activities in place to monitor traffic volumes on roadways of critical concern. The SET Committee discussed several methods to address this problem including undertaking more refined modeling of traffic conditions, making short-term operational improvements such as traffic signal timing adjustments, addition of turn lanes, etc. One alternative that created much discussion was the creation of a Transportation Concurrency Exception Area. This would make US98 immune from the County's concurrency regulations and allow the acceptable level of service of the roadway to degrade. This was met with much opposition for the committee members and was removed from further consideration. A second approach discussed at great length was designation of US98 as a Transportation Management Area. This would allow for an initial degrading of the adopted level of service but would

require a long-term solution. This received skeptical support from committee members, but they wanted to learn more about the option.

After a presentation from the Department of Community Affairs on the subject the consultant was asked to pursue this option further.

Additional research on this process revealed that there were several requirements that must be met in order to meet the intent of the rule allowing this designation. First, this designation had not been applied to a single facility. To date it had only been applied to areas such as downtowns. Secondly, generally more than one facility was facing concurrency problems. In the case of US98 concurrency problems faced only certain segments. Finally, a long-term solution or solutions had to be identified as well as funding sources to implement the solution. This was lacking in the case of US98. In light of these factors and the fact that the recently updated traffic counts do not show an existing concurrency problem on US98 this concept is not recommended for further consideration.

At the May 2002 meeting of the SET Committee, members participated in a workshop session designed to brainstorm possible solutions to transportation related issues as well as begin developing potential land use scenarios. Much of the feedback from the committee related to transportation issues. Many ideas were given on how to interconnect existing neighborhoods, create better access to commercial areas from residential areas, creation of a grid roadway network on the east and west side of SR 87, and where potential parallel corridors could be created to US98. One of the more interesting suggestions proposed extending East Bay Boulevard (CR 399) east from SR 87 to Eglin Air Force Base. A new gate and access road could be constructed on Eglin giving

service men and women an alternative access point to the base that would not require them to travel on US98. All of these alternatives were drawn on aerial photographs and were used to develop the recommendations presented at the public workshops.

At this committee workshop existing and future land use was also discussed. The members reviewed the existing zoning and future land use maps and made some general recommendations. The most substantial recommendation was to consider reducing the residential densities by as much as 50% on all unplatted lots. There was a split in the committee over this recommendation and there was much discussion as to the merits of such a recommendation. One thought was that by reducing the residential densities there would be a reduction on the future demand on the infrastructure and this would result in less intrusive improvements being necessary to accommodate the growth. On the other side, many felt the current growth was not developing property to the maximum density allowed and that a reduction in the density was not needed and may discourage development in areas of the study area that desired the additional growth. This topic was discussed at great length at several meetings and no consensus was reached. It was decided that the concept should be shared at the public workshops and feedback from the public on the idea should be received.

In addition to the items outlined above the SET Committee reviewed the findings from the County Task Force on Stormwater as well as the North West Florida Water Management District's Regional Water Supply Plan. Of much interest to the committee were the water and sewer providers. There are multiple suppliers in the southern portion of the county and the committee voiced concerns that the providers may not be planning for the additional growth projected for the south end of Santa Rosa County.

On more than one occasion the committee invited representatives from each of the providers to come and make a presentation to the SET Committee but staff was unsuccessful in their attempts to schedule a presentation to the committee. **A recommendation was made that Santa Rosa County consider development of a Utilities Master Plan for the study area and begin looking at a Regional Utilities Authority to provide services to the citizens of south Santa Rosa County.**

Other items the committee worked on included the development of a public opinion survey, which will be discussed in the next section, and the development of the public workshop materials.

Public Opinion Survey

In the Spring of 2002 the SET Committee commissioned a Public Opinion Survey seeking input on various issues. Many of the transportation related issues focused on US98 such as, "how often do you travel on US98 each day" and "how would you rate traffic congestion on US98." Appendix A contains a copy of the survey. Just over 2,000 of these surveys were mailed to randomly selected households and businesses located within the study area. Of the 2,000 surveys mailed out almost 600 were returned, an almost 30% response rate. The full results of the survey are included in Appendix B.

Based on the feedback from the surveys we observed several things. First, we found that the work force in the study area is very balanced. Of the respondents an equal number work on the peninsula, off the peninsula and don't work. This indicates that the work force does not have to travel out of the study area to reach their place of employment.

A series of questions dealt with the condition of US98 and possible measures to improve the mobility along the corridor. Traffic congestion was ranked the number one concern of US98. The majority of the respondents indicated they felt the driving conditions on US98 were poor and that conditions have gotten worse over the past 2 years.

When asked how effective a selected list of measures would be in improving travel conditions on US98 would be, the respondents indicated that adding new travel lanes and building new roads would be very effective. They also felt that limiting development would be very effective at improving travel conditions.

The respondents were finally asked if they would be willing to pay additional taxes to address the traffic congestion and implement the measures they felt would be effective. Of the 600 responses, 284 indicated they would be willing to pay additional taxes to construct additional travel lanes. In addition, 248 respondents indicated they would pay additional taxes to improve the water quality of Santa Rosa Sound.

We can conclude that the residents in the study area recognize that the traffic conditions on US98 are poor and will continue to get worse over time. The majority of the respondents did not support additional taxes to pay for projects that may improve conditions on US98. This is consistent with the results of voting on optional taxes in the last election. In addition, almost half of the respondents supported the widening of US98 to six lanes. This split was consistent with the feedback we received at the public workshops as well as the opinions voiced at the SET Committee meetings. This split will make this project very difficult to carry forward.

Public Workshops

Two public workshops were held in March of 2003. Workshop number 1 was held in the Gulf Breeze Community Center while Workshop number 2 was held at the Comfort Inn Conference Center in Navarre. Each workshop was well attended with



Gulf Breeze Workshop Participants

twenty-nine (29) citizens attending the March 3, 2003 meeting in Gulf Breeze and eight-five (85) citizens attending the March 5, 2003 meeting in Navarre. The SET Committee members, Commissioners Buck Lee and Gordon Goodin, and Santa Rosa County staff were also in attendance at each of these meetings. Appendix C contains the sign-in sheets from both meetings.

The primary focus of these workshops was land use and aesthetic issues. At each of the workshops the participants were introduced to the project and given a brief presentation outlining the work the SET Committee had done, the issues that had surfaced during the SET meetings, and several of the ideas identified as potential solutions. Numerous exercises were completed in an effort to gather information in addition to the information already gathered by the SET Committee and through the Public Opinion Survey for use in the development of the Vision Plan.

Visual Preference Survey

The first exercise participants took part in was a visual preference survey. The purpose of this exercise was to gain a feel for how participants would

like their community to look in the future. Santa Rosa County planning staff identified specific topics to gather additional information on. These topics, listed below, are viewed as important factors in determining the quality of life of the community affecting the way it looks and feels. This survey presented numerous examples of the following:

- Strip Commercial Development
- Clustered Commercial Development
- Commercial Signage
- Landscaping (around commercial buildings and parking lots)
- Parking Lot Layouts

Participants were shown examples of these using photographs as they currently exist in the study area as well as examples from other areas including Fort Walton Beach, Destin and Okaloosa County. From these pictures, participants were asked to choose which picture best represented their vision of what future facilities should look like. The results of this exercise are summarized below with the full results in Appendix D.



Gulf Breeze Workshop

The first topic of the visual survey dealt with was strip commercial developments or strip malls. This is the predominant form of commercial development in the study area. Most of these strip malls contain ten (10) or less tenants. Several examples of older strip commercial developments

as well as construction that had recently been completed were presented. The example that received the most support was a three-tenant strip development in Okaloosa County. This particular development contains three café style eateries each with a small outdoor



Strip commercial development in Okaloosa County

seating area, moderate landscaping, parking in the front (adjacent to US98). The facade of the building has depth and is angled making it visually interesting.

While it does not appear participants were opposed to strip mall development they did support making it more visually pleasing. Creating buildings with character and that are inviting.

Next the participants considered different styles of commercial development; strip and clustered. Strip commercial, as described above, is a single building with multiple tenants arranged in a strip along the roadway. Clustered development on the other hand, is more like a campus. Numerous tenants will be located in buildings clustered



Wal-Mart Shopping Center in Tiger Point

together. This type of development may have a larger anchor store such as Super WalMart as well as numerous other stores and/or offices surrounding it.

The majority of the participants indicated they would like to see more

clustered development than additional strip malls. The participants understood that it takes a good deal of land to create a clustered development and recognized that Navarre offered the most opportunities for clustering of commercial development.

Based on these responses a recommendation to include clustered commercial development at major intersections along US98 and SR87 will be included in the Vision Plan.



Navarre

The survey turned to commercial signs next. There are a number of commercial signs along the US98 corridor and they come in numerous shapes and sizes. The participants were asked if they would like to see different types of

signs along the corridor, smaller, similar in construction, etc. Many of the signs for the existing strip developments are large and list out each tenant. The listing for each tenant may vary in size as well.

Participants were shown numerous examples of commercial signs found along the study corridor. Signs found in South Okaloosa County were also shown as examples. Okaloosa County has recently implemented a new sign ordinance that, among other things, limits the size of commercial signs.

When asked what type of sign they would like to see in the future along US98 the majority of the



Tiger Point Area

participants indicated they would like to see what was described as a medium height sign. There were also numerous positive comments about having the name of the commercial development on the sign. In this case the shopping center was named Alpine Commercial Center. The thought here was that having the name of the commercial center on the sign would make it easier for people to find the business they were looking for.

Commercial landscaping was next on the visual survey. Participants were shown numerous examples of different levels of commercial landscaping and asked what they would like to see Santa Rosa promote in the future. It was noted that the County currently requires a significant amount of



landscaping around commercial buildings as can be seen in this example.

The overall sentiment of the participants was, “the greener the better.” Not only in the parking areas but also as buffers and as

aesthetic features. Currently there are various levels of landscaping found along US98.

Some older developments have no landscaping other than the bahia grass growing naturally along



the roadway. Others have worked elaborate arbors into extensive plantings. Of the examples that were shown to those at the meetings the majority felt that something like the picture below is what they would like to see encouraged along US98 and other roadways in South Santa Rosa County.

Based on the results of the visual preference survey conducted at the public workshops the majority of the participants indicated that they would prefer to see commercial properties landscaped to a higher degree than has been required in the past. The photograph above depicts the current landscaping standards required for commercial buildings. It is recommended the County aggressively enforce the current landscaping code to achieve similar results to those shown in the picture above.

Parking lots were addressed next. There are numerous sites within the study area that have large scale parking lots associated with them. Participants were shown examples of parking lots that were



Parking lot in Destin

barren except for light poles, parking lots that had limited plantings and parking lots that had significant plantings. In addition to the examples that were provided in the survey, there were several write-ins. The parking lot associated with the Office Depot in Gulf Breeze won a lot of praise. In addition the parking lot at Billy Bob's Barbeque was viewed as a

wonderful alternative to asphalt lots that require retention or detention ponds.

Of the parking lots shown in the survey the one that garnered the most support was one located in Destin. This parking lot incorporated sidewalks into the plantings. There are also numerous trees offering limited shade. The sidewalks were seen as the best amenity in these lots. Many people voiced safety concerns about walking from their cars to the stores competing for space with vehicles looking for a place to park. The addition of sidewalks to this parking lot gives cars their space and pedestrians their space.

Wide-open, non-landscaped parking lots are not what is desired of commercial areas in southern Santa Rosa County based on the feed back from the survey. Many examples were given of parking lots that have been constructed in a manner they support. These include the Office Depot shopping center and Billy Bob's Barbeque both in the City of Gulf Breeze. Both of these have extensive landscaped islands and Billy Bob's is constructed of a porous surface. The existing Land Development Code requires or allows for landscaping with the parking lot as well as landscaped islands. Similar to the recommendations on Commercial Landscaping it is recommended that the existing parking lot requirements be aggressively enforced. In addition, alternative pavement types, similar to the type used at Billy Bob's Barbeque, are allowed in the existing Land Development Code. It is recommended that these alternative pavement materials be actively promoted and that their benefits be presented to developers early in the site



planning process. It is further recommended that sidewalk features be included in parking lot designs to provide a safe route for patrons from their vehicles to the stores.

The final issue presented to the workshop participants dealt with access to US98. This was broken into two questions; first it was asked if you would support defining driveways that access US98, second, if you would support combining driveways along US98. The first question was intended to address areas where the parking lot extends right up to the roadway. In this situation drivers may not know where they should be as they access a business or US98.

Navarre

Several examples of more defined driveways were presented to the participants and an overwhelming majority indicated they would like to see driveways better defined along the US98 corridor.



US98 in eastern Santa Rosa County

The second part of the question dealing with combining driveways was also strongly supported. The idea presented here would be to look for opportunities where several driveways exist side by side and create a shared access point to US98 thus reducing the number

of driveways onto US98 and improving the flow of traffic as well as improving the safety of the roadway.

Study Issues

Throughout the visioning process the SET Committee visited numerous growth related issues. These issues included the quality of the drinking water; how wastewater was being collected, treated and discharged, land use, and transportation. At each of the public workshops comment stations were available for participants to provide their thoughts on these issues. There was also an opportunity for them to vote on the issues they felt were most pressing and warranted the County's attention.

Drinking Water

Several comments were made that the quality of the drinking water could be improved. This concern was voiced more in the west end of the study area than the east end. The SET Committee also discussed this issue on more than one occasion. At one of the SET Committee meetings Commissioner Goodin provided the committee with information concerning the ongoing efforts by the County to address the quality of the area's drinking water. **The SET Committee recommended that the County undertake a public awareness campaign to make citizens aware of their efforts and give them a time line on the improvements.**

Transportation Issues

The general consensus was that US98 was congested and that conditions would get worse if something was not done to create options to getting on US98. There was support for creating a better grid system of roadways but there was concern expressed that the roadways that would create the grid would see a significant increase in traffic. This condition was unacceptable to many of the people at the workshops. This sentiment

was most evident on the western end of the study area. There was little support for connecting existing neighborhoods. They did, however, support requiring new neighborhoods to interconnect.

A related topic that was discussed dealt with creating better connections to commercial areas on US98 to the residential areas behind. The purpose of creating these connections was that it reduced the need to get on US98 to access the commercial activities situated along US98. This concept was generally supported by participants at both workshops. The participants on the eastern end felt that their area would have more opportunities to implement this idea due to the newly developing residential and commercial areas.

There was much discussion about widening US98 to six-lanes both at the SET Committee and the public workshops. There was no support voiced at the workshops in favor of widening US98.

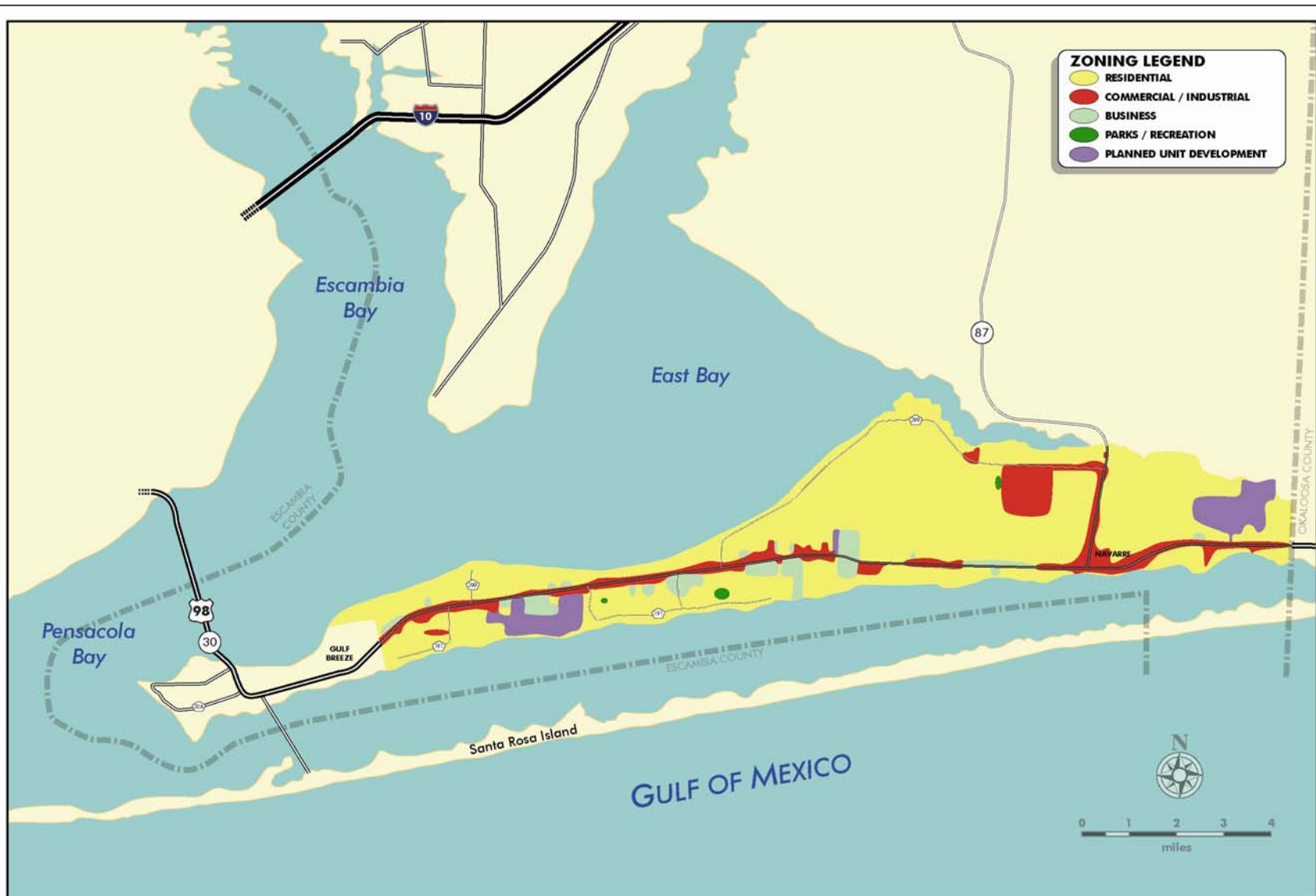
Land Use Scenarios

This was the most popular comment station at each workshop. Participants were asked to vote on which alternative they most favored. The consultant and the county planning staff developed three alternatives as a starting point for discussion.

The first scenario would be the existing Future Land Use Map (FLUM); the second alternative considered clustering the commercial development at major intersections along US98 creating commercial development hubs or village centers. The third alternative continued with the second and included preservation and conservation lands.

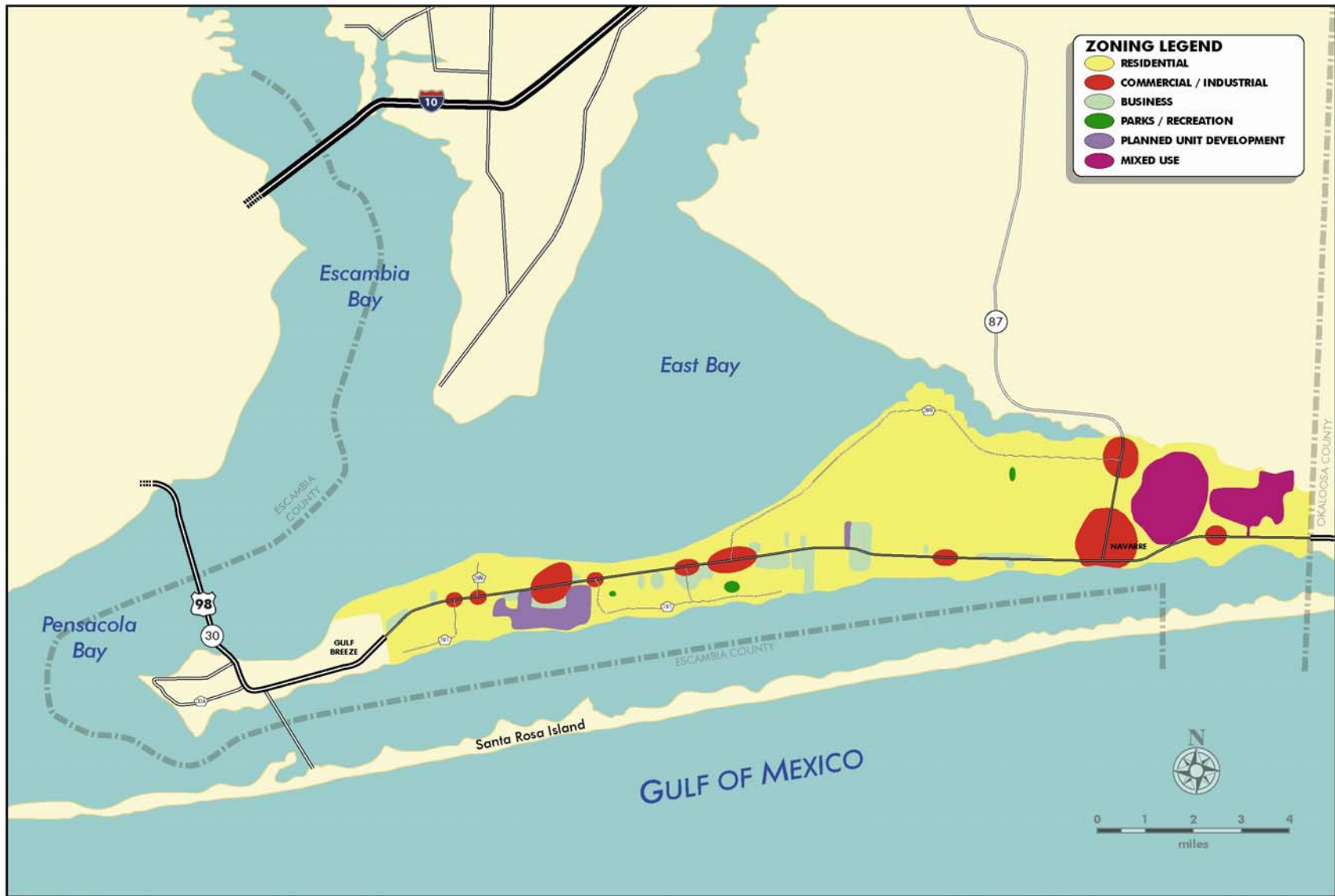
The first alternative represents what would be allowed by the existing zoning map and existing Future Land Use Map. This plan has commercial activities located along US 98, CR 399 as well as SR 87. The majority of the property is identified for residential (single-family) uses. The second land use alternative clusters the commercial activities around the major intersections along US 98. This will allow for the creation of village centers where commercial activities can be focused making it easier to access. The residential land use would mirror Alternative 1 in this alternative.

The third alternative would contain the village centers at the major intersections of US 98, CR 399 and SR 87. This alternative attempted to address the residential density issues discussed by the SET Committee. Environmentally sensitive land was identified and included in a new land use category termed conservation development. Development would be permitted in these areas but at a density lower than 4 units per acre.



South End Tomorrow

Land Use Alternative 1



South End Tomorrow

Land Use Alternative 2



South End Tomorrow

Land Use Alternative 3

A fourth alternative was presented by several of the participants at each of the workshops. This alternative was similar to alternative three in that land preservation was included but it also included reducing development density in all residential zoning categories. The most units per acre allowed under this proposal would be four with the average being two. This was presented on a flyer, which is included in the appendix. The citizens presenting this alternative provided no map.

Of the four alternatives presented at the workshop, the third and fourth alternatives received the most support. This would suggest that the status quo would not be acceptable to the community as we move into the future.

The recommended land use plan looks at bringing the favored elements of each alternative together. This alternative looks for opportunities to create clusters of commercial development, Village Centers, while recognizing strip commercial is appropriate in many locations. This alternative also contains a new land use designation, Conservation Development. This land use designation is envisioned to have a lower development density and will be sensitive to environmental features. The following map depicts the recommended land use alternative.

Map

Recommended Land Use Alternative

General Comments

As a catch all there was a station set up for all other comments. Comments dealt with a number of issues in the south part of the county. There were a number of comments that a Regional Utility Authority should be formed. This authority would replace the existing providers and have County Commission oversight. Another popular comment concerned creation of a business incentive plan which would target businesses encouraging them to locate within the study area.

In reaction to the question in the Public Opinion Survey dealing with additional taxes to pay for infrastructure improvements, we received a comment that the County Commission should consider impact fees. This received limited support from the other participants.

On the east end of the study area a comment was made that the County needs to be sensitive to promoting projects that may have an impact on the Eglin Air Force Reservation. No one wanted to see anything done that might negatively impact Eglin's ability to conduct its missions.

VISION PLAN

Alternative Land Use

Based on input from the citizens at the workshops on the land use alternatives, the recommended Future Land Use Map was developed in an attempt to combine components of each alternative into one preferred alternative. As noted above, the third and fourth alternative received the most support. The key component of these two alternatives was the inclusion of land that would be developed at a lower density than currently allowed. The recommended land use map includes four general land uses: village center, residential, commercial, and conservation development. The paragraphs below describe each land use recommended in the new Future Land Use Map.

Village Center

Intent

The Village Center land use is intended to be a mixed-use center providing a combination of residential, commercial, retail, business, office, service, and public facility uses commonly needed to serve multiple neighborhoods or a small community. The Village Center land use is intended to be of a scale that serves the surrounding neighborhoods without drawing from a regional market.

The Village Center land uses within the Study Area are located at major intersections along US98 and State Road 87 and will create activity centers at nodes where traffic access can be carefully controlled. These locations are intended to provide adequate access to the Village Center sites without creating additional trips through neighborhoods, and to capture existing pass-by trips on US98 and State Road 87.

Residential uses within the Village Center districts will allow a wide range of residential densities, ranging up to 15 dwelling units per acre, and a range of residential types, including single-family attached and detached units and multi-family uses.

Potential Uses

1. Single –family detached and attached units.
2. Townhomes and patio homes.
3. Multi-family units, including apartment buildings, duplexes, triplex, and quadraplex units, and garden apartments.
4. Shopping centers, including retail sales, department grocery, drug and specialty stores.
5. Restaurants.
6. Financial institutions.
7. Professional services.
8. Personal services.
9. Religious institutions.
10. Educational facilities, campuses, and other public facilities.
11. Medical facilities.
12. Entertainment venues.

13. Recreational facilities including active and passive parks and playgrounds, trails and interpretive exhibits, and picnic areas and shelters.
14. Infrastructure facilities, including roadways, stormwater management, and other water management facilities.
15. Other uses of similar character and intent.

Conservation Development

Intent

The Conservation Development land use is intended to provide for residential land uses that will be developed as lower intensity residential neighborhoods. The land use is intended to carefully develop potentially environmentally sensitive areas allowing buffer areas, large trees, and vegetation masses to remain. Density will be limited to no greater than three dwelling units per acre, gross.

Conservation Development shall encourage clustering on small lots as an incentive for preserving land for conservation use.

Potential Uses

1. Single-family detached and attached units.
2. Townhomes and patio homes.

3. Recreational facilities including active and passive parks and playgrounds, trails and interpretive exhibits, picnic areas and shelters, and boardwalks along and across water features and wetlands.
4. Infrastructure facilities, including roadways, stormwater management, and other water management facilities.
5. Other uses of similar character and intent.

Single Family Residential

Intent

The Single Family Residential land use is intended to provide suitable areas for residential development where appropriate urban services and facilities are provided or where the extension of such services and facilities will be physically and economically facilitated. Density will be limited to a maximum of four units per acre.

Potential Uses

1. Single-family detached units.
2. Group homes.
3. Recreational facilities including active and passive parks and playgrounds.
4. Infrastructure facilities, including roadways, stormwater management, and other water management facilities.
5. Other uses of similar character and intent.

Commercial

Intent

The Commercial land use is intended to provide a wide range of uses in appropriate and easily accessible locations adjacent to US98 and State Road 87 as well as have access to a wide market area. This land use should be in the vicinity of existing general commercial uses and should be buffered from residential areas.

Potential Uses

1. Business and professional offices.
2. Financial and banking services.
3. Medical services.
4. Personal services.
5. Indoor commercial amusement activities.
6. General retail sales and services.
7. Restricted sales and services.
8. Funeral homes (with restrictions).
9. Restaurants.
10. Parking garages or lots.
11. Trade services and repair.
12. Automobile maintenance, garages, and gas stations (with conditions).
13. Automobile sales and service.
14. Veterinary services.

15. Wholesale trades and services.
16. Travel trailer parks and campgrounds.
17. Self storage facilities.
18. Retail and wholesale bakeries.
19. Retail nurseries.
20. Nursing homes.
21. Hotels and motels.
22. Special residential homes.
23. Other uses of similar character and intent.

The Vision

It should be made clear that the land use alternatives presented in the section is a vision or a concept of how the study area could be developed. It does not represent existing conditions and additional refinement will be required before it is adopted and included in the comprehensive plan. Additionally, this map was not developed to scale and does not represent individual parcels of land.

As discussed above this land use alternative includes clusters of commercial development at major intersections, termed village centers. Village centers would be located at the intersection of US98 and Garcon Point Bridge Road (centered on the Wal-Mart), East Bay Boulevard (CR 399) at US98, State Road 87 at US98 and State Road 87 at East Bay Boulevard (CR 399). At each of these areas commercial clustering would



be encouraged versus typical strip commercial development. This development would not be oriented to US98. While it would be adjacent to US98 it would have a town square feel and would encourage people to get out of their cars and walk from store to store.

This is an example of a commercial center at the intersection of two major



roadways. This village center concept is envisioned at major intersections along US98. Note how the development is not oriented toward the major roadways but to internal circulation systems. This development allows access from multiple locations and provides a safe environment for visitors to move from each area. This style of commercial development could be implemented at US98 and Garcon Point Bridge Road and each of the other major intersections in the study area. This style of development would reduce the pressure on US98 by creating destination clusters where numerous trip purposes could be taken care of in a single trip. It also encourages visitors to leave their cars and walk to the areas shops.

An additional land use recommendation deals with the Planned Unit Development (PUD) and Planned Business Development (PBD) zoning districts. These are typically land use planning process versus zoning districts. **It is, therefore, recommended that the PUD and PBD zoning categories be removed as zoning districts and implement PUDs and PBDs as a planning tools.** This will provide the County with flexible land use and design regulations and to permit planned diversification and integration of uses and structures, while retaining to the County Commission the authority to establish limitations and regulations for the benefit of public health, safety, and welfare.

The SET Committee felt that the densities allowed under these two land use categories were excessive and to some degree unjustified. Up to 30 units per acre would be allowed in each category and could result in over 33,000 units if the land was developed to it's the maximum allowable density. This was of great concern to the committee. At the time, Santa Rosa County planning staff had received no plans for development on the parcels zoned PUD or PBD suggesting that there may be no justification for the designation.

As a planning tool, there are two types of PUDs recommended; residential and mixed use. Residential is predominately residential and may include any type-housing unit, in any combination. Maximum non-residential use shall be 15%. Minimum open space shall be 20%. Mixed use is predominately non-commercial. Maximum residential use shall be 20% and minimum open space will be 20%.

Additionally, it is recommended that the minimum size of a parcel of land to be considered for a PUD or a PBD be five (5) acres.

The undeveloped property currently zoned as PUD or PBD should be rezoned to mixed use residential or residential.

Transportation Improvements

Transportation improvements will be required to support the land use alternative shown earlier. These improvements will be divided into two categories; short-term and long-term improvements. Short-term improvements will be defined as safety related improvements, minor operational improvements such as intersection improvements and construction of new minor roadway facilities or improvements to existing facilities. Long-term improvements refer to projects that will take many years to fund such as the potential six-laning of US98, the Navarre Bypass and a new western entrance gate for Eglin AFB.

Short-term projects identified for the US98 corridor were derived from the US98 Corridor Management Plan developed by the Pensacola Metropolitan Planning Organization (MPO). This plan recommends modifications developed using a system-wide approach. The impact of each modification was considered at upstream and downstream locations in order to ensure that the modification did not adversely impact the remainder of the corridor. This plan identifies 125 median openings and intersections that need modifications. These modifications range from adding turn lanes and additional striping to closure of median openings. It is recommended that Santa Rosa County work closely with

the MPO and the Florida Department of Transportation (FDOT) to implement these projects. Table 5-1 from the US98 Corridor Management Report is included in Appendix G.

Additional short-term projects include improvements to existing county roadways in the eastern portion of the study area. These projects were developed from the SET Committee workshop as well as the input received at the two public workshops. In an effort to create a grid system of roadways that will offer reasonable alternatives to traveling on US98 the following improvements are recommended:

- Upgrade Edgewood Drive to a collector street from US98 to East Bay Boulevard (CR 399)
- Extend Manatee Road to connect to Edgewood Drive to State Road 87 and upgrade to a collector street
- Upgrade Avenida Del Sol to a collector street from US98 to County Road 399 and straighten turns on the southern end.
- Improve Pine Tree Drive from US98 to the East Bay Boulevard (CR 399) extension and upgrade to a collector street.

It will be necessary to study these proposed improvements in greater detail to determine possible impacts to existing homes, wetlands, protected species and so forth.

Long-Term Transportation Projects

Long-term projects are typically high cost, major capacity projects. These projects should be coordinated with the Pensacola MPO's Long Range

Transportation planning process. These projects include construction of new roadways and widening of existing roadways.

The study area was divided into three (3) general areas for the purposes of the exercise. The western area includes the area around Villa Venice and Tiger Point; the area around Midway; and the eastern area around Navarre. These areas are experiencing different growth pressures. The western portion of the study area is significantly built out; the Midway section is experiencing growth but is somewhat limited. The Midway and Navarre areas have the most undeveloped land and are beginning to experience significant growth.

In light of the differences throughout the study area, the transportation recommendations have been broken out to reflect the unique characteristics of each area.

West End

Opportunities to build new roadways in this area are non-existent without significant impacts to residential and commercial properties. In light of this no new corridors were identified for this area. The interconnection of neighborhood streets and improvements to existing east/west roadways was hotly debated. This is a passionate issue with many of the residents who do not support the idea. Although there are numerous opportunities to interconnect neighborhood streets thus creating alternative routes for area residents to travel east and west, this concept should **not** be carried forward at this time due to the lack of public support.

Midway

There are limited opportunities in this area for new roadways as well. Soundside Drive is an existing east/west corridor that is primarily used by residents to access property along the Sound. There are numerous north/south roadways between Soundside Drive and US98 including Nantahala Beach Road and Woodlawn Beach Road. One idea discussed was improving Soundside Drive to provide better east/west travel opportunities. This was not well received at the public workshops. Nor was the concept of making a connection from Tiger Point to Soundside Drive.

East End

East of East Bay Boulevard (CR 399) provides the most opportunities for transportation improvements. The peninsula widens in this area and a basic roadway grid system currently exists. The most support for creating alternatives to US 98 was voiced at the workshop in Navarre.

As noted earlier in this document, widening of US98 to six lanes while seen as a possible solution to existing and forecasted congestion is not widely supported and may not be a financially feasible project. The major points of delay of any roadway are the signalized intersections. One possible way of decreasing the delay experienced on US98 would be to widen US98 through selected signalized intersections. This would create three through lanes in each direction allowing more vehicles to travel through the intersection and thereby reducing the average delay at the intersection. While this concept was not discussed by the SET Committee

in great detail, it should be considered intersection by intersection along the entirety of US98.

The following long-term transportation improvements are recommended:

- Extend East Bay Boulevard (CR 399) to the east and work with Eglin AFB to create a new access point to the base on the western side.
- Widen East Bay Boulevard (CR 399) from State Road 87 to Edgewood Drive from two to four-lanes.
- Construct a new four-lane roadway creating a northern bypass of the Navarre area from west of State Road 87 to a point west of the Okaloosa County line. (This project should tie into the Manatee Road improvement)
- Selective six-laning of US98 at appropriate intersections. *Additional studies will be required to determine which intersections should be widened.*

The existing long-range transportation plan developed by the MPO calls for adding travel lanes along US98 from County Road 399 (Pensacola Beach Boulevard) to State Road 87 in Navarre. It is recommended that Santa Rosa County work closely with the MPO in the development of and maintenance of the long-range transportation plan and specifically the Cost Feasible Plan and the Major Project Priorities. Santa Rosa County should continue to monitor the traffic volumes on US98 and when forecasts warrant, work through the MPO process to identify the appropriate priority for the widening of US98.

Based on the proposed grid network in the Navarre area, it is recommended that during the next long-range plan update Santa Rosa

County work with the MPO to identify a plan for selective six-laning for US98. The premises behind the creation of the grid system coupled with the Navarre bypass project is to reduce the number of trips being made on US98 and have them on the parallel routes.

The following map depicts the proposed future transportation network. This is based on the results of several workshops with the SET committee and the results from the public opinion survey.

Proposed Roadway Network Map

For the area west of Easy Bay Boulevard (CR 399) few alternatives were identified to US98.

Where new residential neighborhoods are being constructed, opportunities should be created to interconnect surrounding neighborhoods and commercial areas. This will be most applicable in the Navarre area.

Concurrency

There has been much discussion between the County Planning Staff and the SET Committee concerning transportation concurrency. The Committee is concerned about the potential effects these transportation projects will have, if any, on the concurrency situation facing south Santa Rosa County. The short-term projects will decrease delay by increasing the capacity on US98 at critical locations. Taken individually, the projects may only increase capacity a minimal amount, but as more improvements come on-line the need for the major capacity projects such as six-laning US98 are pushed back.

Creation of a grid system in the Navarre will have a similar impact on the available capacity. With a grid system in place motorists will not be forced to travel on US98 to get from point A to point B thereby removing trips from US98. This will result in additional capacity on US98 and decreasing the delay on the roadway.

IMPLEMENTATION PLAN AND FUNDING MECHANISMS

The key to realizing this or any other vision is funding. How do we pay for our vision? There are numerous mechanisms available to Santa Rosa County to fund the various components outlined in the pages above. The majority of the recommendations that will have a dollar cost associated with them are transportation projects. These projects will require funds for detailed engineering plans, purchase of right-of-way and construction. One suggestion made at the public workshops was to implement an impact fee on new development to pay for needed infrastructure improvements. Transportation impact fees place the burden of improvements on development. Impact fee ordinances require new developments to pay a fair share of costs of improving existing roadways or constructing new roads made necessary by the development. An impact fee schedule is typically based on trip generation, the cost of additional lane construction, trip length, percent new trips added to the system, and existing lane capacity. Impact fees must be spent in the area they are collected and may not be spent to correct existing problems. An additional study would be required to determine the feasibility of impact fees and to estimate the amount of revenue they would generate. Other impacts fees may be appropriate as well such as stormwater impacts fees.

Another option would be to increase the Local Option Gas Tax currently collected by the County. Currently Santa Rosa County collects 6 cents of the Local Option Gas Tax. State statute allows for an additional six cents to be collected locally. Increases would be in one-cent increments. Currently total gallons of gasoline sold in Santa Rosa County average

between 54 and 56 million gallons per year according to the Florida Department of Revenue. For each penny of local option sales tax implemented Santa Rosa County would generate between \$540,000 and \$560,000 per fiscal year.

Santa Rosa County could consider a local option sales tax as well. This too would be a countywide tax. Both of these taxes would have to be implemented by the County Commission. Taxable sales in Santa Rosa County have recently average \$70,000,000 a month according to the Department of Revenue. A 1% local option sales tax could generate approximately \$730,000 per month for public projects in Santa Rosa County. A 2% local option sales tax could generate approximately \$1.46 million per month.

The implementation of the local option sales tax was defeated during the last general election in Santa Rosa County. However, due to the need to generate additional local revenue for local projects, the Board of County Commissioners has begun discussing the local option sales tax as well as the local option gas tax as alternative revenue sources at their budget meetings. Several citizens have voiced support for such local options at these meetings and have requested the Board investigate them further.

Both of these local option taxes are in place in numerous communities in North Florida, including Escambia County, the City of Pensacola, the City of Tallahassee, and Jacksonville. In each of these communities the public was presented a solid and agreed upon list of needed projects before considering exercising these options.

Bonding is an option available to local governments to raise funds. Local governments have the authority to issue General Obligation and Revenue Bonds. General Obligation Bonds are secured by full faith and credit of the issuer (a pledge of the issuer's ad valorem taxing power). Revenue Bonds are payable from a specific source of revenue and do not pledge the full faith of the issuer.

Municipal Services Taxing Units is another revenue source that can be used to fund specific capital improvements, such as road and bridge maintenance, by means of additional millage on taxable property. Initially, the costs of the proposed improvements are estimated, then the millage rate required to generate the revenue is determined. Municipal Services Taxing Units exemptions are the same as those for the regular ad valorem tax, including the \$25,000 homestead exemption. Benefit districts are often delineated for Municipal Services Taxing Units rather than applying the Municipal Services Taxing Units millage rate countywide. Municipal Services Taxing Units can be levied by a simple majority vote of the Board of County Commissioners.

The 2000 Florida Legislature created the Transportation Outreach Program to fund transportation projects of a high priority based on the principles of preserving the existing transportation infrastructure, enhancing Florida's economic growth and competitiveness, and improving choices to ensure mobility. \$1 Billion is provided statewide over a ten-year period, which averages, to approximately \$100 Million a year. This is a very competitive program with projects competing on a state-wide basis. Santa Rosa County has submitted several applications under this program in the past

and has not been successful in receiving any grant funds to date.

The 2000 Florida Legislature also created the County Incentive Grant Program within the Florida Department of Transportation to provide grants to counties to improve transportation facilities located on the State Highway System or that relieve congestion on the State Highway System. About \$490 Million is provided over a 10-year period. Santa Rosa County has been successful in receiving funds under this program in the past. Funds have been used to construct turn lanes and other minor operational improvements throughout the county.

Roadway projects could also be funded through the Metropolitan Planning Organization (MPO). As mentioned in other sections of this document, the MPO establishes transportation project priorities and seeks state and federal funds to implement these projects. Currently there are state funds programmed in the Department of Transportation's Five Year Work Program to implement the Corridor Management improvements for US98. The County could work through the MPO to place the other roadway projects on the MPO's priority list and seek funding that way. Typically this is a long process and may take upwards of ten years to see funding programmed for construction (this would assume a high priority for a given project).

It is recommended that the County explore a combination of funding alternatives. Impact fees may be appropriate to generate revenue to address stormwater issues but will likely not generate sufficient revenue to fully fund roadway improvements. Local option taxes are a good source of steady revenue. These funds could be coupled with state and federal

funds to implement transportation improvements and could be used to advance fund projects getting them constructed sooner.

Conclusion

This document contains a wealth of information on a variety of subjects addressing the future of the southern portion of Santa Rosa County. This is only the first step in the process of realizing the vision outlined in the preceding pages. The next step is for the Santa Rosa County Board of County Commissioners to accept the plan and begin identifying items to move forward to implementation.

Numerous changes have been recommended for the Land Development Code (LDC) dealing with commercial landscaping, commercial signage, and commercial parking facilities. In addition, recommendations have been made to amend the Future Land Use Map (FLUM) to include two new land use designations, Village Center and Conservation Development. The Board should consider instructing Staff to flesh these changes out further and begin the amendment process.

This process has identified a number of transportation projects. Some of these projects will require close coordination with the Pensacola Metropolitan Planning Organization (MPO). This can be accomplished through the County's representatives on the MPO's Technical Coordinating Committee (TCC). Other projects will require detailed studies. One recommendation is for selective six-laning of US98 at appropriate intersections. Studies will need to be completed to determine where this treatment will be appropriate. Similarly, improvements to roadways in the Navarre area will need to be studied further to determine any impacts to the environment and existing

residents. These studies should also be coordinated with the Pensacola MPO.

It would be appropriate for the Board of County Commissioners to have additional workshops on specific projects as they are carried forward. This will allow for focused input from the citizens in the study area. The SET Committee could continue to meet and assist the Commission in the development of a priority list of projects to be implemented by the Board. They may also serve as hosts for the additional public workshops.

This vision plan has established a framework of how the southern portion of the county should develop and how development should look and feel, thereby creating a sense of community. The additional work to be done to realize this vision cannot be accomplished without the continued involvement of the dedicated citizens in the study area. This is an opportunity for the citizens to work with the County and create their vision for the future.

Appendix A
Public Opinion Survey

Appendix B
Public Opinion Survey Responses

<u>Questions:</u>		<u>Responses:</u>		
1) "Do you work on or off the peninsula?"	<i>"I work on the peninsula"</i>	Total Responses:	195	
	<i>"I work off the peninsula"</i>	Total Responses:	197	
	<i>"I do not work"</i>	Total Responses:	199	
2) "Do you have school-age children living in your home?"	<i>"Yes"</i>	Total Responses:	169	
	<i>"No"</i>	Total Responses:	423	
3) "For what purposes do you travel on US 98?"	<i>"Work"</i>	Total Responses:	383	
	<i>"Shopping"</i>	Total Responses:	533	
	<i>"Recreation/Social"</i>	Total Responses:	566	
	<i>"Taking my children to school"</i>	Total Responses:	130	
	<i>"Other"</i>	Total Responses:	146	
4) "How long have you been a resident of South Santa Rosa County?"	<i>"_ years, _ months"</i>	Average months:	139	
5) "On average, how many times a week do you travel on US 98?"	<i>"_ round trips per week"</i>	Average trips:	14	

<u>Questions:</u>		<u>Responses:</u>		
6) "Rank the following growth-related issues on a scale of 1 to 8, with 1 being the most important to you"	<i>"Quality of Drinking Water"</i>	Overall Ranking:	1	
	<i>"Roadway Congestion"</i>	Overall Ranking:	2	
	<i>"Stormwater Management"</i>	Overall Ranking:	7	
	<i>"Quality of Water in Sound and Bay"</i>	Overall Ranking:	5	
	<i>"Sewage Collection & Treatment"</i>	Overall Ranking:	6	
	<i>"Availability of Parks & Recreation"</i>	Overall Ranking:	8	
	<i>"Availability of Fire Protection"</i>	Overall Ranking:	4	
	<i>"Availability of Police & EMT Services"</i>	Overall Ranking:	3	
7) "Please rank how you view the following issues as they relate to the US 98 corridor on a scale of 1 to 7, with 7 meaning least concerned"	<i>"Traffic Congestion"</i>	Overall Ranking:	1	
	<i>"Residential Growth"</i>	Overall Ranking:	3	
	<i>"Commercial Growth"</i>	Overall Ranking:	4	
	<i>"Distance between Driveways on US 98"</i>	Overall Ranking:	7	
	<i>"Pedestrian and Bicycle Safety"</i>	Overall Ranking:	5	
	<i>"Driver Safety"</i>	Overall Ranking:	2	
	<i>"Distance between Median Openings"</i>	Overall Ranking:	6	
8) "How would you describe the traffic conditions on US 98?"	<i>"Excellent"</i>	Total Responses:	9	
	<i>"Fair"</i>	Total Responses:	256	
	<i>"Poor"</i>	Total Responses:	337	

<u>Questions:</u>		<u>Responses:</u>		
9) "Over the last 2 years would you say that traffic conditions on US 98 have:"	<i>"Improved"</i>	Total Responses:	17	
	<i>"Gotten Worse"</i>	Total Responses:	492	
	<i>"Stayed about the same"</i>	Total Responses:	91	
10) "Please rate the following features of US 98:"				
	<i>"Width of Driving Lanes"</i>	<i>"Excellent"</i>	Total Responses:	103
		<i>"Good"</i>	Total Responses:	353
		<i>"Fair"</i>	Total Responses:	119
		<i>"Poor"</i>	Total Responses:	17
		<i>"Very Bad"</i>	Total Responses:	6
	<i>"Number of lanes"</i>	<i>"Excellent"</i>	Total Responses:	25
		<i>"Good"</i>	Total Responses:	136
		<i>"Fair"</i>	Total Responses:	207
		<i>"Poor"</i>	Total Responses:	162
		<i>"Very Bad"</i>	Total Responses:	70
	<i>"Number of traffic signals"</i>	<i>"Excellent"</i>	Total Responses:	31
		<i>"Good"</i>	Total Responses:	187
		<i>"Fair"</i>	Total Responses:	235
		<i>"Poor"</i>	Total Responses:	92
		<i>"Very Bad"</i>	Total Responses:	51
	<i>"Entering/exiting traffic"</i>	<i>"Excellent"</i>	Total Responses:	7
		<i>"Good"</i>	Total Responses:	58
		<i>"Fair"</i>	Total Responses:	155
		<i>"Poor"</i>	Total Responses:	208
		<i>"Very Bad"</i>	Total Responses:	169
	<i>"Visibility of signs"</i>	<i>"Excellent"</i>	Total Responses:	66
		<i>"Good"</i>	Total Responses:	276
		<i>"Fair"</i>	Total Responses:	185
		<i>"Poor"</i>	Total Responses:	58
		<i>"Very Bad"</i>	Total Responses:	14

Questions:		Responses:		
11) "In your opinion, how effective are the following measures in improving future traffic conditions?"				
	"Building new roads"	"Very Effective"	Total Responses:	270
		"Fairly Effective"	Total Responses:	135
		"Somewhat Effective"	Total Responses:	96
		"Minimally Effective"	Total Responses:	53
		"Not Effective"	Total Responses:	30
	"Limiting development"	"Very Effective"	Total Responses:	214
		"Fairly Effective"	Total Responses:	102
		"Somewhat Effective"	Total Responses:	130
		"Minimally Effective"	Total Responses:	78
		"Not Effective"	Total Responses:	69
	"Introducing mass transit"	"Very Effective"	Total Responses:	89
		"Fairly Effective"	Total Responses:	81
		"Somewhat Effective"	Total Responses:	125
		"Minimally Effective"	Total Responses:	154
		"Not Effective"	Total Responses:	139
	"Adding new lanes"	"Very Effective"	Total Responses:	260
		"Fairly Effective"	Total Responses:	154
		"Somewhat Effective"	Total Responses:	95
		"Minimally Effective"	Total Responses:	48
		"Not Effective"	Total Responses:	38
	"Better land use decisions"	"Very Effective"	Total Responses:	274
		"Fairly Effective"	Total Responses:	118
		"Somewhat Effective"	Total Responses:	114
		"Minimally Effective"	Total Responses:	46
		"Not Effective"	Total Responses:	37
12) "An unfunded proposal has been made to 6-lane a portion of US 98 from SR 399 to SR 87. Do you support this proposal?"	"Yes"	Total Responses:	299	

<u>Questions:</u>		<u>Responses:</u>		
13) "Would you be willing to pay additional taxes to improve:"	<i>"Construction of additional driving lanes"</i>	Total Responses:	284	
	<i>"Construction of additional parks/recreation areas"</i>	Total Responses:	120	
	<i>"Purchase of environmentally sensitive lands"</i>	Total Responses:	163	
	<i>"Improving the water quality on our Sound and Bay"</i>	Total Responses:	248	
	<i>"Paving existing dirt roads"</i>	Total Responses:	119	
	<i>"Other"</i>	Total Responses:	127	
14) "Please list the top three things that you like about your community"			See Appendix	
15) "Please list the top three things you dislike about your community"			See Appendix	

Question #14 Comment #1	Question #14 Comment #2	Question #14 Comment #3
Away from big city	Quiet	growing at a slower pace
Not crowded (sparse population)	Quiet	schools
schools	open business environment	leaders with integrity
Beautiful area	medical care	
Low Taxes	LACK OF Crowding	Pleasant ambiance
Peace and quiet		
Kids don't use school buses	traffic lights	closure of medians
Growing community which can be shaped	very good schools	land value still reasonable
There's still wooded land	Good schools	No trains
church	People	environment
Close to water	Low crime	
Used to be a quiet community		
small (used to be)	close to beach	close to rivers
I have no restrictions	I am the oldest homeowner	We are grandfathered in on what we can't do
small town feel	natural beauty	the people
Friendly people	Zoo	Schools
Friendly Neighbors	Police protection	Good schools
Drinking water quality	good schools	Restaurants
small town	waterfront environment	friendly people
Quality of life	Lack of congestion	friendly people
Nice neighbors	Fairly Quiet	Neat Appearance
Beaches	Close to Winn Dixie and school	Roads are good
Bigger lots for building	It WAS fairly rural	Keeping Florida Green
Santa Rosa Island	Santa Rosa Sound	Quiet Neighborhoods

Question #14 Comment #1	Question #14 Comment #2	Question #14 Comment #3
Good people	Good police	Good fireman
It's population is affluent	It's Dry	Top schools for children
Peaceful/lack of congestion	Small community	lack of commercial development
Clean neighborhoods	access to beaches	limited development
Quiet	Clean	Beach
Size	People	Pace
Speeding is an issue	people/location	climate/water
Relatively quiet and peaceful	Is far enough away from town	No thieves and thugs
Convenience/Hospitals	convenience/shopping	
Excellent schools	Store availability	Homes in excellent condition
Schools	law enforcement	fire protection
People	Beach	Sound
Location on water	Beaches	not as infested with tourists
Close to beach/bay	close to Fort Walton, Pensacola, and Milton	
Location	quality of neighbors	Security
Good schools	Costs of living	Taxes
neighborhood suburban atmosphere	community involvement	
Slow living		
Sense of community		
Low crime rate	Super climate	
Quality of living	Friendliness of people	Good county government/schools

Question #15 Comment #1	Question #15 Comment #2	Question #15 Comment #3
not enough good restaurants	idiot stop sign runners	nothing for kids to do except sports
commercial development (not thought out)	only one east to west road	need to make recycling mandatory
"no growth" attitude	\$2.50 toll for Garcon Point	No pass to the gulf
Too many parents driving their kids to school	Use buses to minimize traffic	
none so far		
Heavy traffic	Tourists	Moron Drivers
traffic/speeders	needs better zoning	
hwy 98 east of hwy 87 dangerous	finish paving roads	need groc. store w of hwy87 to relieve winndixie
Hwy 98	Dirt Roads	"Dry" County-Liquor sales might improve economy
Traffic	people throwing cast nets in East Bay from boats	
US 98-Death Trap	No good jobs	Too rapid growth
hwy 98 traffic		
Only 1 grocery store in Navarre	Driving to Gulf Breeze for better food prices	Limited department store options
No street lights on parts of Hwy 98	No public bus	Few stop lights
junky looking trailers		
congested roadways	septic tanks	little competition in retail sales
hwy 98	no sale of liquor	Navarre Bch homeowners don't pay property taxes

Question #15 Comment #1	Question #15 Comment #2	Question #15 Comment #3
Cars pulling into US 98 w/out stopping	Trucks ignoring lights and speed limits	
no senior daycare	no social services in south end	need another grocery store
traffic congestion	hurricane evacuation procedures	slow mail delivery
traffic on US 98	low water pressure	dry county
Speeders	Outsiders using our beach	Drinking parties
Not enough boat ramps	Not enough for kids to do in community	Not enough shopping centers
Builders being allowed to cut trees	Too many traffic lights on 98	Slow slow on speed limits on a great deal of 98
Navarre Beach Maintenance	Police Harassment	Garcon point Toll Bridge Too Expensive
Lack of Shopping (Grocery/Drug)	Lack of ability to purchase wine/liquor	"Good ol boy" network for government & decisions
Residential growth	Commercial growth	Excessive tolls on bridges
unsafe highway		
Only 1 main road	the bridge tolls are high	Better lit neighborhoods
Rampant growth No plan for growth	Limited visions by gov. leaders	
Water quality		
Not enough jobs	low paying jobs	too many military and old people
Lack of pride from homeowners	Lack of dumping laws enforced on vacant	
No central sewage system	Eye sore houses	

Question #15 Comment #1	Question #15 Comment #2	Question #15 Comment #3
traffic congestion	over development	
traffic	not enough restaurants	drinking water is gross
Traffic congestion	Water	sewage
Crazy alcohol laws	county seat in Milton	poor shopping
wish Navarre had access to intercoastal	need better ways to get to 98	
not enough cut through roads to 98	slower traffic stays in left lane	bad tasting smelly water
Traffic	residential growth	traffic
Lack of liquor	Lack of good restaurants	lack of shopping
Hwy 98 traffic congestion	Alcohol - Dry county	needs park & rec services & programs
Roadside garbage Ignorant non-caring rednecks	Seems to be an intelligence void here	
Can be somewhat "clickish" to new comers		
Increasing commercial growth	98 congestion	emphasis on growth when we want no more growth
Taxing elderly	no taxes for seniors when schools out	Texas does it

Appendix C
Public Workshop Sign-in Sheets

Appendix D

Visual Preference Results

Strip Development

VOTES

March 3rd 5

March 5th 5

A



March 3rd 1

March 5th 2

B



March 3rd 2

March 5th 1

C



Strip Development

VOTES

March 3rd 4

March 5th 15

D



March 3rd 10

March 5th 19

E



March 3rd 9

March 5th 10

F



Clustered Development vs. Strip Mall

March 3rd 25

March 5th 47

A



March 3rd 5

March 5th 7

B



Commercial Signs

March 3rd 1

March 5th 1



A

March 3rd 9

March 5th 26



B

March 3rd 2

March 5th 3



C

Commercial Signs

March 3rd 7

March 5th 7

D



March 3rd 1

March 5th 2

E



March 3rd 11

March 5th 13

F



Landscaping

March 3rd 6

March 5th 11

A



March 3rd 15

March 5th 25

B



March 3rd 4

March 5th 5

C



Landscaping

March 3rd 2

March 5th 1

D



March 3rd 2

March 5th 7

E



March 3rd 3

March 5th 6

F



Parking Lots

March 3rd 1

March 5th 0

A



March 3rd 2

March 5th 12

B



March 3rd 19

March 5th 37

C



Parking Lots

March 3rd 3

March 5th 1

D



Note: Several write-in votes for the Office Depot parking lot in Gulf Breeze.

Access to US98

Would you support defining existing driveways?

March 3rd

Yes 47

No 6

March 5th

Yes 22

No 3

Would you support combining existing driveways?

March 3rd

Yes 51

No 2

March 5th

Yes 26

No 4

Appendix E
Citizen's Coalition Alternative

Appendix F

Graphical Representations of Village Centers



Hallie Village, Fla.





Big Box buffered
from neighbor-
hood by live/work
uses and street.

Park is focal point
for neighborhood
and amenity for
downtown.



Walkable commercial center



Appendix G

Table 5-1 from US98 Corridor Management Study

South Santa Rosa County Vision Plan

November 2003